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MARKETING ANALYSIS

Traditional Market of Japan (Tsukiji Fish Market)

Tsukiji Fish Market was established in 1935 which has two areas, inside and outside the market. In this market area, tourists can explore the inside of the market into one of the goals required. Tsukiji Fish Market recently opened to the public at 9 am local time, there can see the wholesale buying and selling seafood. In addition, tourists can see the skill of traders backing tuna fillet. However, for the moment tourists could not see any cutting fish (mem-fillet), this is to be able to ensure the activity of the market and trading activities as usual. Because the presence of tourists are more and more able to disrupt the auction process that causes the room temperature is not controlled and the effect on the freshness of the fish.

Location Tsukiji Fish Market is very clean, much cleaner than traditional markets in the encounter. To create a traditional market place is expected by the community, traders, and tourists who visit in order to maintain and discipline in order to maintain the cleanliness of the market that is not visible trash scattered around the side of the road or in the area of the store. This traditional market activity after all the market or the store is closed, the entire market area by car cleaners sprayed water so that dirt and the stench of fish lost nothing left, and it can continue buying and selling activities on the following day.

Traditional Tsukiji market is not the first traditional market owned by Tokyo, the first is Uogashi located near the Nihonbashi bridge that stands in the Edo period under Tokugawa Ieyasu. But Nihonbashi reduced to rubble by a major earthquake that hit Tokyo in 1923. Then, when it was moved to the Tsukiji fish market which later became one of the world's largest wholesale market.

In addition, I have seen for at Tsukiji fish market is seeing the vendors trying to sell merchandise, especially during the early afternoon. At that time they give a discount for all merchandise out. In addition to fresh fish, here too there is a wide variety of marine animals that have been dried and ready for sale. In addition, we can also directly enjoy a variety of seafood. One of the very popular and I had to try it is sushi, sea urchins, and other typical food that has not previously I have encountered. Merchants who offer the wares are very friendly and polite when we ask for the goods it sells. Tsukiji fish market is one of the landmarks of Tokyo and a mandatory destination for tourists.

Service Marketing Mix (7p)

Marketing mix is done at Tsukiji fish market (traditional fish market) to be able to market the products processed by the merchants to the buyer, are as follows:

1. Product (Products)

Products offered at Tsukiji Fish Market is very diverse, namely: processed seafood, snack foods such as sushi, seaweed, and a variety of snacks, fresh vegetables. Tsukiji Fish Market is not just to have a product, but also to meet the needs and desires of consumers in one place.

2. Price (Price)

Price is the economic sacrifice your customers to acquire products or services. The price offered at Tsukiji is highly variable ranging from very high price to lowest. Depending on an individual's decision to conduct transactions at the time decided to buy the products on offer in the market.

3. Promotion (Promotion)

Promotional activity is the delivery of information by the seller to the consumer. particularly in traditional Tsukiji market, many ways by traders to promote their goods. An example is a brochure, provide discounts, and interact directly with consumers by offering products that it sells.

4. Place (Distribution Channel)

Distribution channels in Tsukiji is very easy, because consumers are very easy to obtain a product in the market and available when consumers need it. Because, stock of goods sold very much and almost every store provide the goods needed by consumers.

5. People (Partisipant)

Employees and vendors directly provide services to potential customers if some consumers do not know the name of the product you want to buy. This greatly helps consumers to conduct transactions.

6. Process (Process)

This activity demonstrates how an employee or merchant services to consumers when choosing goods and are conducting the transaction. In addition, employees can also offer various forms of service which aims to attract consumers, service facilities, it will affect the image of the store.

7. Physical Evidence (Physical Environment)

The physical environment is their most important role. Since each customer will see from the laying of products, decorating the shop, and environmental hygiene market area, and support facilities consumer comfort which became an important point in offering the product.

CULTURAL ANALYSIS

How the Japanese culture associated with religious beliefs, the values of life and other cultures.

Japan is a country that has a culture that is still attached to the daily life of the population of the country. Cultural development in Japan is closely related to religion, belief systems, and the mythology that has been embraced by the people since time immemorial. Japan's view of religion is a cultural ties and traditions that have two or more religion in one's life is considered something normal, and it makes one characteristic of Japanese religion. Historically, religion has experienced many native religious perkembangan retained despite muncul new religions, the original religion still live in harmony despite the syncretism. There are several religions in Japan in addition to Shinto as Folk Belief and as trust, among others Buddha, Celestial religions, Shinshukyo and other religions coexist harmoniously. Although it is said that religion is not important in the lives of the Japanese people, but in fact the Japanese continued the religious life in their behavior as guardians of their cultural traditions.

In the daily life of Japanese people seem to religion is not considered important. Japanese society has a very secular and do not really care about religion. In general, the Japanese people at birth get in Shinto ceremonies, and diikuti with various religious ceremonies and various other rituals throughout his life. At the time of marriage in the Shinto religion or the Christian and the Buddhist ceremony at the death of their respect for their ancestors. At this time, The Japanese Shinto religion is not only just even coupled with Kristen. They put the priorities or needs of each religion. Until now in the homes of Japanese people, especially in rural areas are Shinto and Buddhist altar, a statue of the Virgin Mary. In addition, they also go to the Jinja or Shinto shrine, Otera or Buddhist temples or go to the place in accordance with religious activities that fit their needs.

Over time, emerging various ideas such as Shinto and was followed by Buddhism. Shinto and Buddhism continues to flourish in Japanese society so that we can find a lot of Jinja (Shinto shrine) and Otera

(Buddhist Temple). Buddhism itself evolved into a wide range of flow and the most famous to date is Zen Buddhism. The next entry ke Jepang religion is Christian. Due to the strong influence of western conflict within the country. Japan finally decided to open up after such a long time to isolate their country from the outside world, or also known as sakoku. Christianity evolved and quite enthused by the people of Japan and began to affect the lives of most people in Japan.

As among several religions practiced in Japan, Shinto is the oldest differs from other religions (Buddhism, Fu Tsu Kon, Catholic, Protestant, Muslim and others), it is not known when Shinto birth or appear in Japan. Shinto is said is said to resemble the Taoist belief in China, which was also introduced in Japan along with Confucianism. Taoism is based on the belief in supernatural forces that exist in the universe that became one of the foundations of the trust of the people (folk beliefs) in Japan.

For some people the Japanese religion is a freedom, the religious soul becomes free. They did not want to be tied to one particular religious ideology. So it is not a strange thing when people in the country are running a variety of mixed religious rituals without anyone ever argue. Most Japanese people in a given day will be praying at Shinto shrine, but on the other also prayed at Buddhist temples. When the birth ceremony, the inauguration of the building and other mundane rituals usually performed by Shinto rituals and ceremonies of death is done completely with Buddhist rituals. While specific to pernikahan ceremony seemed much more unique. There are two options available is married Japanese style which was held at the Shinto shrine or married western that took place in the church. Is the wedding couple is Christian, Shinto or Buddhism is not so important to them.

Regardless of indifference and cold about religion and slanted opinion and other negative outlook. But in general for religious tolerance, the situation can be said to be very good or even not excessive. Tolerance and mutual respect for the beliefs of others can also be found in a variety of occasions. In any event parties and other festivities.

COMPANY VISIT

How to build people awareness in Indonesia to manage waste properly from the garbage collection from the household, the collected by the Department of Hygiene and dumped at the landfill.

To build awareness and the level of public awareness, especially in Indonesia today is still a very big task for the government or of the sanitary service in the various provinces. To follow Japan in waste management is still very difficult to do, because the people in Japan itself is very disciplined with government regulations on hygiene in contrast to Indonesia is still very much hope to follow Japan in terms of waste management. However, the central government in collaboration with the sanitation agency continues to conduct and implement public awareness on waste management.

The existence of the amount of garbage in urban areas in Indonesia from time to time more and more, if not managed properly, can cause various effects on the quality of neighborhood life, especially is kualitas water, air pollution, soil, biological, socioeconomic and cultural. How to view and manage the waste must be diunah of a habit of throwing rubbish indiscriminately into managing household garbage. Waste management is a systematic, comprehensive, and continuous covering waste reduction and handling that aim to improve public health and environmental quality as well as to utilize waste as a resource.

Build awareness dispose of waste in place is very helpful in resolving the issue. The existence of public awareness will be able to accelerate the creation of the area and a clean environment. And by the local government's efforts in addressing the problem of garbage sanitation unless there is awareness of the public it will not work tercipatanya lingkungan clean. Most people do not realize the importance of protecting the environment from waste, it can be seen from their habit of littering, throwing garbage into the river, road shoulders and other places. They do not realize the danger because of garbagedisposed in place. Littering increased flooding, and can be more inviting things that are negative.

Raising public awareness to be more concerned with the environment starting from the smallest things, namely to discipline yourself to not littering, then invite people around to follow the habit. This is when done and continue to discipline will bring change for the better than before. In addition, it can also assist the government. Things to do in addition to that is, managing household waste into an environmentally friendly goods that do not harm the environment. It was, is very beneficial for the environment and survival. The location and inadequate waste management (landfills uncontrolled) is a suitable place for several organisms and attract various animals.

To continue to build awareness and concern for the waste bin, should the government and the cleanliness commit acts campaign environmental awareness in various walks of life actively and regularly to the housing to monitor waste disposal, and dialogue with citizens and local communities about how to handle trash right and right. This activity is not enough once done should be done continuously for the creation of public awareness and concern for the environment.

Household garbage and waste coming from households that resulted from the washing-washing and cooking results. This can be done Wastewater Treatment system premises or SPAL which is one of simple wastewater treatment system that can be used to handle simple waste that can be used in dealing with the non-toilet waste. SPAL is one waste management that is cheap and easy to do. In some countries, the water coming out of SPAL still can sterilize and can be reused for washing and cooking activities. This is different from household waste dumped carelessly can cause the water around the house and land could be contaminated, any waste requires pengolahan way different. Due to the nature of the waste is different. In some areas in Indonesia still lack access to good sanitation, bathing and washing clothes is done in rivers and defecate in the open makes people easily exposed to diseases terkontraminasi of ground and surface water, and can degrade the quality of the soil and place stay. Very easily exposed to the disease are children who are still minors (children under five).

To avoid that every home and local government will provide a special place for the waste water is waste water resulting from a process of industrial and domestic products (household), which has no economic value. Waste presence of a negative impact on human health, especially the environment so that handling the waste. Below is one of the steps that can be taken to avoid the discharge of wastewater that can be detrimental to the community.

1. Tool sewerage, which include:

-bathroom, washtafel, washing faucet

- WC

- kitchen

Water from the bathroom should not be disposed of together with water from the toilet and kitchen.

So it must be created for each sewer.

2. Infiltration wells, a technical engineering water conversion in the form of buildings that made such that resembles the shape of suumur dug to a certain depth which is used as a rainwater on the roof of the house and meresapkannya into the soil. Air Infiltration Wells Construction (SRA) is an alternative to overcome the flood and declining ground water level in residential areas because of the presence of the following considerations:

a. SRA construction manufacture does not require great expense

b. SRA simple form of construction.

The benefits of the development of Air Infiltration Wells, among others:

a. Reduce runoff and prevent ponding of water, reducing flooding and erosion

b. Maintaining groundwater levels and increase the supply of water

c. Prevent the decrease of land as a result of excessive ground water extraction.

DOCUMENTATION





