

## **Marketing Analysis**

### **Topik-1 Foods Packaging**

Japan was industrialized countries having a culture is very fast in many ways .This usually measured by work of one of his people that can cut through a market in every country in the world , products they start of the households , motorbikes , cars and other .Besides famous its of japan famous for sector tourism.One sector who makes of japan be the forward is the tourism sector , where tourism japan capable of matching the industrial sector owned by the state japan .In 2015 of japan hamper reach the target visits 20 million tourists international but the target was reached five years faster than the target set by therefore of japan set up the target 40 million foreign tourists visit by the year 2020

Japanese government targeting for get foreign exchange about jpy8 trillion or about us \$ 71,6 billion .Foreign exchange revenue target of the expenditure foreign tourists increase up to two times higher than foreign exchange obtained in 2015 , only jpy3,48 trillion . "tourism is most important sector for growth our country , and made the key for the revitalization regional .Tourism also being machined to reach the target jpy600 trillion gdp", according to japan times .

Achieve the target supported by the decline in the currency yen and increase in the number of flight, with increasing the number of flight so number of foreign tourist to japan increased 47,3 % to 19,73 million in 2015.Around 10 million foreign tourists who visit of japan in 2013, who dominated is tourists derived from south korea as many as about 23.7 % , followed by the state taiwan as many as 21.3 % , china 12.7 % , united states 7.7 % , hong kong 7.2 % , thailand 4.4 % , australia 2.4 % , england 1.9 % , singapore 1.8 % , malaysia 1.7 % , french 1.5 % , canada 1.5 % , german 1.2 % , italian 0.6 % , spain 0.4 % and other countries the total is 10 % ( kompas.com ) .

The number of tourists that indonesia a visit to japan during the month of january 2016naik 41.5 % compared to the same period in the january 2015 .While the number of people who visit japan , negara indonesia menenpati the order to -14 largest of foreign tourist step into japan during january 2016.dalam attracts tourists of japan take special care of tourist kulinernya to attract tourist visit to the land of japan it with a number of place or foods that is offered .The following is a place of that offers culinary tourism in the country japan .

#### **Ameya Yokocho Ueno**

Ameya yokocho ueno is a place of snacks pretty famous that is in ueno tokyo , its location is Ueno Park and also museums science and other education who made this place s fit included in itinerary choice .Of a lot of restaurant and shops , and variation culinary of various the country began of kebab , various kinds of curry , crackers senbei and other make ameya yokocho are the dominant choice for foreign tourists .

#### **Pasar Nishiki**

Market nishiki located at the kyoto consisting of more than 100 kiosks and stores .Market nishiki often called the kitchen city kyoto because the size of the market area nishiki . Layout of the market on its own is with Nishiki downtown Gion, with train station gion-shijo in the new railway track keihan connecting kyoto and osaka ) .Market nishiki offer food prices a very affordable and specify offer many variation culinary

#### **Omoide Yokocho**

Omoide yokocho located to the west station shinjuku.Culinary known of omoide yokocho is chicken or yakitori.In omoide yokocho there are 60 store restaurant that sell yakitori with a very affordable prices.

#### **Pasar Ikan Tsukiji**

Fish market tsukiji is the recommendations of tourism places must visited in tokyo because in this place could try culinary japan, such as sashimi , sushi and other marine culinary and affordable .In addition to selling culinary reservoir in fish market tsukiji the fish auction area the biggest fish , when would like to see the auction fish , community have to dating to the market tsukiji early morning to see the bidding process fish .



Figure 1 fish market tsukiji

### Nakamise Street

Nakamise street located in Asakusa which is located in front of temple Sensoji famous, who makes this place never quiet from tourists. In Nakamise Street, various souvenirs typical of Japan are available, starting with kimono, geta (sandals made of wood, typical of Japan), chopsticks, fans, paper, and various accessories and other souvenirs.

With a number of culinary places offered in Japan to attract tourists, so UMKM in the region of Nakamise Dori competes to offer products that are interesting, especially by offering merchandise with very interesting packaging. The major function of packaging is that it is a place for products to be sold, to determine the size of the packaging, how heavy and the kind of product that will be occupied in the packaging is the most important thing. Determining the packaging proper to a product requires greater care so that the packaging serves maximally. Examples of packaging that can be used among others are cans, boxes, and bottles.

Besides as a product packaging also as identification or identity products will be sold, because basically many products are sold at the same time as other products. Because packaging is used to distinguish our products from the product or similar so that the customers would know the products they purchased. Packaging can also add to the value of their selling because with interesting, safe, and facilitate the use of consumers to use the products.



figure 2 Nakamise Dori Asakusa

Japan offers souvenirs to tourists in the region of Nakamise Dori in Asakusa, such as mini chochin (mini lanterns), besides lanterns in Asakusa, many also offer products of Suzutsuki Omamori. Suzutsuki Omamori is a kind of gallows decorated with a bell and amulet, an amulet is used to protect oneself and family. Besides gallows, there are also products of uranium-based ceramic glass-like or urn described as typical of Japan. The following is a glass or urn typical of Japan.



figure 3 glass typical japan



figure 4 Packaging glass typical japan

In packaging glass made using cardboard and in layers of cloth bright to add the impression that more interesting .In addition packaging glassware made bulkhead barrier to separate and make a big packaging looks more in .Packaging front made pull with the picture look like a guy trying to sell anything with the theme that is compelling that the products it can be used souvenir typical of japan .

Besides famous for various various souvenir asakusa famous too with various souvenir the food as tokyo banana, tokyo banana is a kind of cake sponge in which contains cream banana, tokyo banana is souvenir rather famous of of japan.Tokyo banana divided various a taste like original, caramel, choco and the strawberry.Tokyo banana is snack suitable used as souvenir for tourists visit to japan.The following is the product tokyo banana used as souvenir tourists.



figure 5 packaging and Paper bag Tokyo Banana

In one packaging tokyo banana has contents different is the contents of 4.8 and 12 fruit and every its contents having packaging different .Packaging products tokyo banana made very simple and outside packaging products there are penjelasan the composition of the products , so that tourists who want to buy to know composition which is found in tokyo banana .Besides packaging very interesting paper bag of tokyo

banana made more than just paper bag ordinary , they make paper bag that attract by a picture typical tokyo banana in addition size paper bag enough let alone the buyers purchase products tokyo banana in the quantities very much .So if tokyo banana used as products souvenir favorite by travelers .

## **CULTURAL ANALYSIS**

The culture of the Japanese is one factor that is very important in developing of Japan own. In the country Japan not only known because of its beauty pariwisataannya but became one of the countries most developed and developing in the world. The development of Japan is notably rapidly because support from the its inhabitants, Japan personal form the its inhabitants by keeping the culture and tradition their fathers. The following is the culture of Japanese guy that make their country developed and developing.

### **1. Culture read**

The Japanese people happy to spends his time to read books and newspaper, so do not surprised when go to Japan and in train most of the passengers whether young and adult was reading, they are not concerned with sit or stands, many who use time to read. Many publishers were start making items school curriculum both primary, junior high school and high school with manga as the history lesson, biology, language served with interesting make reading interest in the society the higher. The culture of reading Japanese supported by speed in the process of translating the foreign books, many books translation book language Japan are already available in some weeks since book asingnya published.

### **2. Harakiri**

Culture harakiri being a tradition before exactly at the samurai, entering into the modern world hari-kari used as "resignation" or suicide for the officials involved corruption case or felt put carrying out their duties. Effect the negative of hari-kari many primary school kids, junior high school sometimes suicide, because value ugly or not moved up a, many of them embarrassed.

### **3. Thrifty**

Most people Japan having motivation sparing in their daily, this attitude continued in various their lives. The community there choose expenditure in accordance with their daily purposes.

#### **Loyalty**

With loyalty high system will make a career in a company walk and managed well too, unlike American culture and Europe, in countries Japan rarely the berpindah-pindah work, they usually survive in one or two companies to retire. The implication of industry in Japan mostly just want to receive fresh graduate dikarena they will train and educate employee with of arable fields (core business) company.

#### **Hard work**

Japan is a famous by applying system kaizen (continuous improvement) which means always put the work every day. Therefore they used to follow western countries that make greater and give product innovation in the existing. And it is a public secret that the Japan is peekerja hard, rata-rata working hours employees in Japan is 2450jam / year, very high compared with the United only (1957jam / ) year, England (1911jam / ) year, Germany (1870jam / years) and France (1680jam / ) year. Someone workers the Japanese people can be able to work usually done by 5-6 workers. In countries Japan is umpamaan when home too fast is something that generally speaking "somewhat embarrassing" and indicates that the employee including "are unneeded" by the company.

#### **Keep the old tradition**

Tradition and culture of Japan highly valued because they really appreciate of our fathers and the results of their relics, besides that they revered their parents. They used to bent and already menjadi a necessity, this tradition they have been taught children since toddlers.

#### **Independent**

From an early age Japan trained to live on their own, even a child kindergarten must be brings three a large handbag that with clothes for, bento box of the package lunch), shoes for, books, towels and a bottle of large drink that hangs on the neck children, after they entered into the world high school and college bench hamper most of them are not memint a fee to parents. They usually looking for a job part time for school fees and also to the life their daily. Although they ran out of their money "borrow" money to the old man which will when they have money they will turn in the next month.

#### **Just in time**

The Japan society very much appreciate the time , for those time is money and if waste time means he has wasted their money , even the train and bus there everything is going as hours that stated and there is no delay was even a minute .And they teach discipline and the importance of respecting the time .

#### Team work

In culture in Japan not too accommodate kerja-kerja too is individualistik , including claims work , usually claims usually aimed at team or the group .There is a saying that "1 the professor Japan will lose with one person professor America , but the professor 10 Americans will never can beat 10 the professor Japan clusters".

#### Apply the discovery

The Japanese have not the inventor but Japanese a strength in meracik findings guys and then developed and marketed in the form of preferred by by the public at large .

#### Garbage election

Japan is very clean because discipline its program manage garbage. There the trash are numerous and distinguished on the basis of garbage. Not only garbage organic and non organic but there have been garbage special bottles, packaging cardboard milk or juice, kitchen waste, plastic, paper and cans. There when want to throw garbage required to sort out garbage based on its kind.

#### Line up

Familiar hear if the Japanese are indeed noted with a culture of standing in line .They stood in line in many ways , even to wait for a taxi they only standing in line with and Code of conduct repaired .Even though they really appreciate the time , but taka da who join a line even though they are was in a hurry and although there is no a line , or parapet to straighten out a queue , they remain standing in line in a .

With a culture as above so reasonable of Japan capable of being the state of being developed and developing until now .So it is with religion which embraced by of Japan itself .The Japanese people modern no longer seek religion in daily life .The majority of people Japan religious of Shinto and Buddhist and adheres to second the academic .Although there are who adheres to the teachings Christian . Japanese people very weak in the science of religious for the style of modern life , they were more concerned with temporal affairs .Based on the education ministry Japan , an adherent of the religion in Japan about 107 million people , Buddhism about 89 million people , Christian and Catholic about 3 million people , and religion others around 10 million people ( the total proselyte 290 million ) .Total proselyte in of Japan hamper doubled of the total inhabitant of Japan .An adherent Shinto religion and Buddhists in various sects has reached 200 million .Total proselyte in Japan. Society of Japan adhere to more than one religion and throughout the year following the rituals and festivals in different religions. The majority of the people of Japan was born as Shinto adherents, celebrating the Shichi-Go-San, hatsumode and matsuri in the Shinto shrine. Beyond the two traditional religions, many Japanese are currently switching to a variety of popular religious movement, commonly grouped under the name of "new religions" (Shinshukyo). Most of the religious society of Japan Sinto married yet when carrying out in the Church by wearing the clothing style of the nazarenes, they each weekend are always praying to Buddhist temples.



figure 6 Sensoji temple Asasuka

After visit invitation to Sensoji and Asakusa the shrine can be seen the Japan be earned any religious , in shopping centers in asakusa every UMKM particularly for tourists derived from various their country greeted one another and explain products they sell to tourists .The UMKM mutual respect umkm other and sell a healthy , they do not promote in large scale , they just pairing the prices nor promotion by writing that is before their stores .They appreciate each other religion is they also be earned the traditional culture Japan until popular culture modern to all over the world

## COMPANY VISIT

### Topic-1 Managing waste that faced by most government of the city/regency in Indonesia

The hygiene become one of the reasons of japan very admired by the outside, this is due to be level of cleaning most residents rises cooperation of Japan itself has system waste disposal extremely complicated to foreign tourists new to japan often find it difficult accustomed to to choose garbage. When someone moved to japan, they are going to need a book on how to verify garbage into various categories. Various a category of will have the frequency of garbage different again and the waste placed on the day of garbage, the waste must be placed in a bag of semi transparent and in some areas in japan, the community must sorting waste with different colors bags.

The reason for the garbage election by lack of waste disposal in japan. In countries japan do not own land quite unlike some countries such as the united states, russia and china, so countries japan choose to find other methods to handle the waste problem in of japan. Although system garbage election is very organized in japan, average litter there in fuel, even though the average samaph there in the system burning fuel but there is already advanced. According to the Ministry of environment of Japan, pollution resulting from the combustion of waste does not cause the production of smoke, oxides of nitrogen (NOx), sulfur oxides (Sox), dioxin, so that the resulting pollution was very minimal

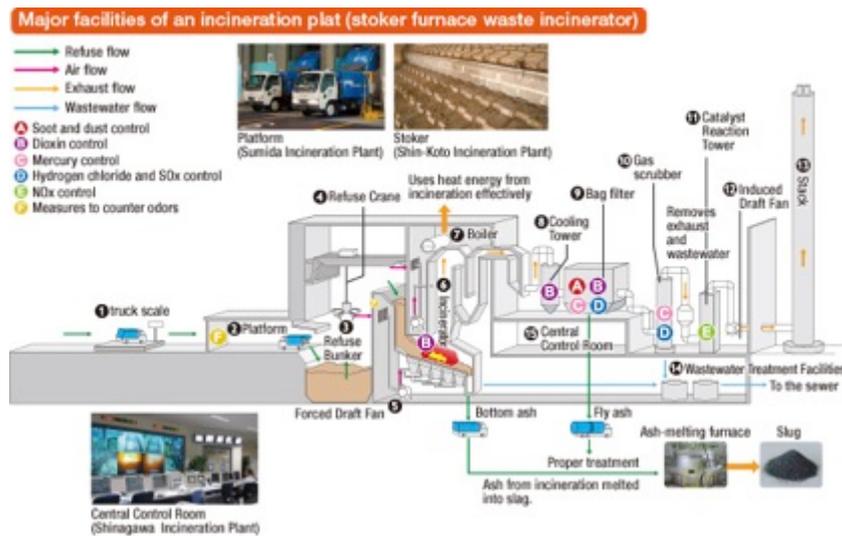


figure 7 a visit visit Shin-koto

After visit invitation to Shin-koto Clean Incineration plant Authority of Tokyo, the Tokyo Metropolitan Government can note that each of the provinces that existed in Japan have their own trash and penghacur in Shin-koto is the processing of waste is burned, to the garbage processing waste is made from alumunium and processing of chemical waste is done elsewhere. In 23 cities that are located in Japan, the Tokyo metropolitan government discussed the role over the years and the respective institutional framework from the standpoint of such autonomy in 23 cities, in 2000 task grouping garbage redirects to 23 city, at that time it was decided that each of the 23 cities independently manage garbage collection and pengalihannya itself, while the management of secondary treatment (incineration, destruction and others) are determined to be handled together. This is due to the presence of a few cities that do not have incineration plant in their town.

Any city collects trash or move and gather resources, Office waste disposal in each of the 23 cities collect and transfer sewage. Every town established collections and area depending on discharge and perform operations that are efficient in drafting plans for operations in accordance with the change of seasons and also regional trends in the amount of waste. Sewage treatment in 23 cities charge for household waste (not including the disposal of waste in excess of 10 kg per day) while the large-sized waste and waste generated by the business of the company charged.

After trash raised and waste in the transfer, to make sure the transfer efficient, the transfer depends on kind of waste ( flammable, not combustible and supersized ).Waste combustible collectors loaded into a vehicle ( as vehicles pemadat ) and garbage plain direct transferred to a plant the incineration of waste not combustible moved to processing center waste or center pemprosesan garbage in keihinjima because both located on the beach, several cities have built the station land or shipboard, where waste loaded into a vehicle container or ship.



Gambar 8 Major facilities in an incineration plant (stoker furnace)

Waste materials brought into the incineration plants sometimes contain waste not suitable for incineration, such as metal, glass, or large waste disposal exceed the capacity of the factory. Waste that is not right it can lead to termination or failure of the incinerator. So be not able to receive the facilities, garbage collection and waste diversion operations will be disrupted, greatly influences the processing of waste in all 23 cities. Every year some of the incinerator plant was forced to stop operation because of an improper discharge. To prevent wastage occurs due to improperly reports and to ensure the operation of a safe and stable plant, an examination of the incoming waste is reinforced. Overall routine examination against the incoming waste is also done in all factory incineration, teamed up with 23 cities.

The incineration of using energy heat resulting from the incineration of waste with the help of power generation and in feeding energy .The electricity and hot water used in in facilities to plant operation , thus reducing the cost of purchases electricity and fuel .The result of waste burning can be used to conduct everyday like bitumen making the way , so that the garbage burned not disposed in freely and can be utilized back

Benefits and how implement to the state Indonesia after conduct a visit to shin-koto incineration plant , clean authority of Tokyo , the tokyo metropolitan government country has already started since early or disposal the beginning of indonesians have used the trash devoted to paper , glass bottles and using but it is only tempeh trash common to the trash housing especially have not done like that , unlike of japan some sewer system is implement disposal like in figure



Figure 9 garbage disposal in Japan

By implementing the system, the disposal will facilitate employee hygiene or ease into the final disposal. For that to be the existence of referrals or education to the people of Indonesia on how to dump them, they must separate their garbage into the trash they will waste. In addition to conducting education on society should also make Indonesia a garbage processing plant of each county or city because of trash in Indonesia is not in the country though it correctly and get on with it in a waste disposal to the end, so it takes a long time to decompose the waste properly. With the grouping of the garbage is good then we particularly Indonesia could utilize garbage or waste results from waste disposal for the purposes of everyday such as fertilizers and other