

REVIEW BEST PRACTICES IN JAPAN
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topic 6
Traditional Market Of Japan
Tsukiji Fish Market

A. MARKETING ANALYSIS

How the management of the markets in Tsukiji fish market Based on elements 7p or service marketing mix?

In marketing communication there are Several elements embodied in integrated marketing communications mix, the marketing mix (marketing mix), then mix promotion (promotion mix) that is actually part of the marketing mix, but now more specific. And there is also a marketing communications strategies, such as strategies segmenting, targeting, pricing, and positioning, in the marketing mix. All were back on the condition that implement services company. In the marketing mix, especially service companies, there are elements or elements on which to base consideration of decision making in marketing communications strategy development, ie plus 3P 4P: product, price, place, promotion, people, process and physical evidence.

1) product

Product or product is in the form of any object (physical) and not objects that can be offered or sold to the consumer or the market to meet the needs or desires of consumers. Products in Tsukiji Fish market is a good variety of food, drinks (ice), and souvenir. For example, as shown below:



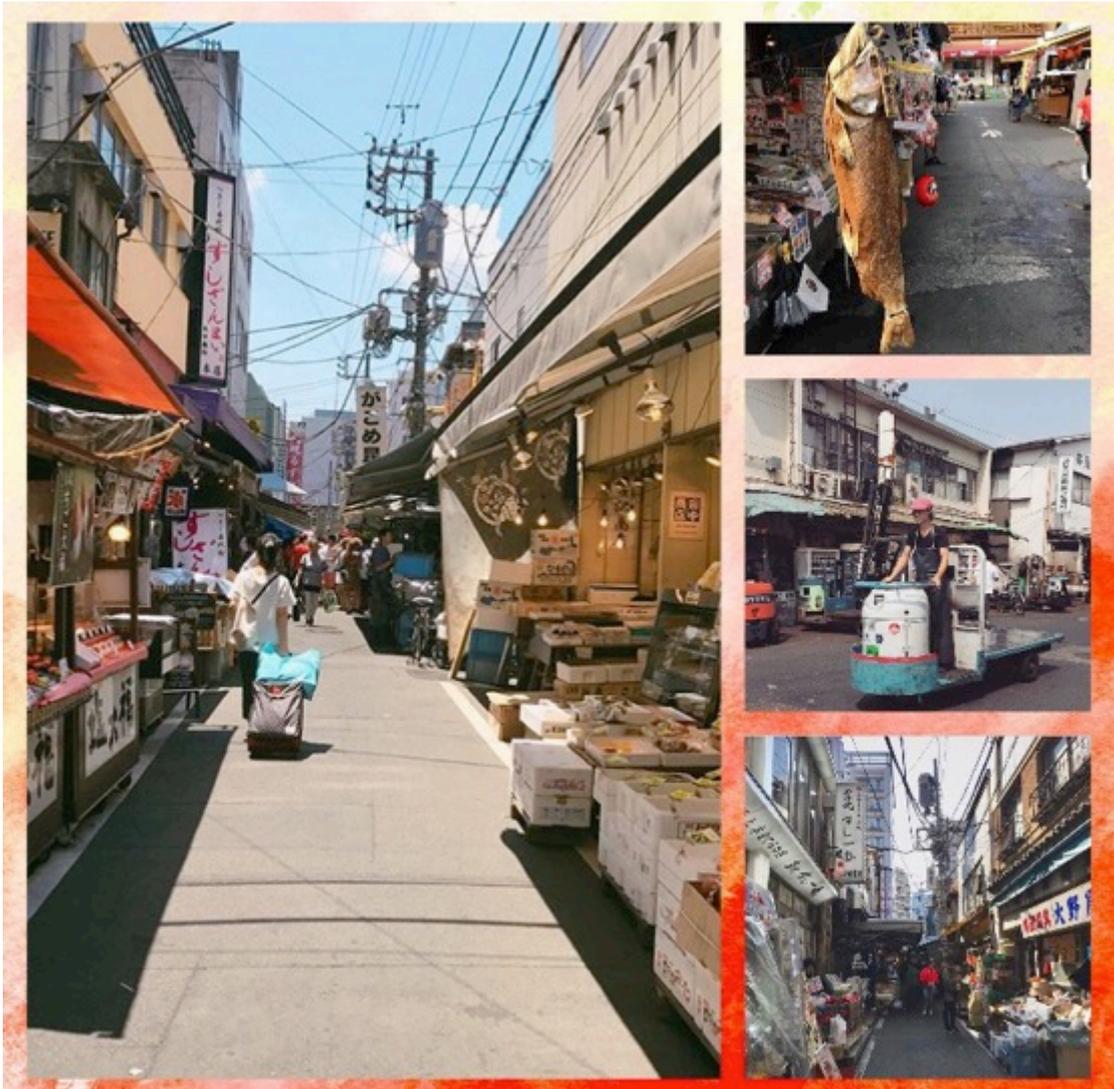
So the products at Tsukiji fish market is very diverse and very attract consumers to "pocket" where first I thought this market selling fish when seen from its name.

2) Price

Price is the sale of a product at the same determination which will affect the company's revenue. In the case study's Tsukiji fish market prices vary, for example, just like an umbrella at a price of 1400 yen, 1000 yen sea urchins, and other foods at a price of 100-500 yen.

3) Place

Place (place) is the company's activities to create products produced / sold affordable and available to the target market. Tsukiji fish market is still traditional and crowded place where sellers berjejeran, I think the atmosphere here is similar to the market "in Indonesian traditional, but the most important point of the Tsukiji fish market is very clean so as to make visitors comfortable.



4) Promotion

Promotion is the activity of communicating information from the seller to the consumer or any other party in the sales channel to influence attitudes and behavior.

Tsukiji fish market in the case of this I experienced promotion by providing food samples for the try and nearly equal in Indonesia

5) People

people here are employees of the service provider or sales, or those who are involved directly or indirectly in the process of the service itself. Elements of the "people" are employees of the company and the consumer. All the attitudes and actions of employees, employee dress code and appearance of employees have an influence on the success of the delivery of services. Talking about the employee means are talking about competence (knowledge, skills and attitude) and

motivation. The Tsukiji fish market is no place where the owners themselves directly involved in the sales of its products and is using the services of employees. It is not much different from Indonesia. Sample images involving employees.



6) Process

Process (process) is an activity that shows how services are provided to consumers for purchases of goods. Business venture through the front liner often offer various forms of service for the purpose of attracting consumers.

At the Tsukiji fish market is the service that is provided to the consumer is good is to explain about the products it sells such as kosher or not I want to buy food.

7) Physical environment (Physical evidence)

The physical environment is a state or condition which also includes the atmosphere. Characteristics of the physical environment is the most visible aspect in relation to the situation. In the case study at the Tsukiji fish market is very attractive because of its physical environment berjejeran wide variety of products that are sold in order to attract visitors, a clean environment, and good atmosphere.

CULTURAL ANALYSIS



Sensoji Temple Derived from the word that means Asakusa and Senso Ji, which means temple. Sensoji temple is a temple that is arguably the most well-known throughout Tokyo. Built in the 7th century, this temple is one of the oldest temples in Japan even though some parts of the temple had not the original building. Before entering must pass through the outer gates called Kaminarimon. Kaminarimon is the first of two entrance gates Sensoji Temple 1000 years ago and is a symbol of Asakusa. This shrine is very crowded and also one of the favorite tourist attractions in Tokyo both for local residents and tourists from abroad.

This temple is one of Japan's oldest Buddhist temple in Tokyo that his special built around the 6th century, there is a mention of its right in 645. Beginning his two brothers named Hinokuma Hanamari and Hinokuma Takenari find a statue of the Goddess Kannon, or better known as the goddess of compassion in the Sumida river. The honor of the goddess Kannon village head when it finally decided to build a temple of her early named Asakusa Kannon Temple, which we now know with this Sensoji Temple.

The main gate of the complex is called Kaminarimon Sensoji Temple Gate which is right in front of the entrance to the Sensoji Temple complex. After passing through Kaminarimon Gate we will suguhi with a row of stores that sell a range by the typical Asakusa and various kinds of snacks typical of Japan, the area was known as Nakamise Dori. Here we could be spending the keychain or even typical Japanese painting, there is also a T-shirt T-shirt that read Kanji Japanese course the price of it all the more affordable.

At the end of the street, a smaller door open as access to high pagoda with five levels. Nearby is a water source and provided there is a lot of large canting (dipper). People wash their hands and mouth before entering the temple with the intent to cleanse themselves. As peganut believed Catholicism, provided the holy water at the entrance of the church which is intended to allow the faithful to purify themselves before embarking on their religious activities. Next to the water source is a burn incense place where people believe simply flick the smoke of their body to the disease in their body will be healed, or it can prevent a variety of diseases.

The Japanese culture when linked to religious beliefs, the values of life and other cultures.

Culture is a system of communication and interaction rules that allow a society to happen, maintained and preserved. Culture gives meaning to all the businesses and human gestures, and is maknamakna this culture, which humans convey to one another in social life.

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 very close relationship with religion, belief systems, and the mythology that has been embraced by the Japanese people since ancient times. For most Japanese, religion is not an important thing. Behavior and manners are considered important for them. For most Japanese, religion is a freedom. With the religious soul becomes free. They did not want to be tied to one particular religious ideology. So it's not unusual that people in these countries perform various religious rituals mixed without anyone ever argue.

On the one hand, Japan is a modern state with advances in technology. But, on the other hand, Japan is also a very traditional country, both from the way of thinking and the culture of its people. Japan as the country with the third largest economic power in the world. But, on the other hand, the Japanese still holds the norm since their ancestors and the spirit is still maintained until now. Norms of Japanese society, strongly associated with Shinto and Buddhist teachings, but interestingly the two religions is not taught in schools in the form of a compulsory subject.

Over time, began to emerge 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 jinja (Shinto shrine) and otera (Buddhist temples).

Japan's view of religion is a cultural ties and traditions. Having two or more religion in one's life is something that is reasonable, and it makes one characteristic of Japanese religion. In its long history, religion has been progressing, native religions retained despite emerging new religions, the original religion still live in harmony despite the syncretism. There are several religions in Japan in addition to Shinto as a folk belief and as a belief, among others Buddha, Celestial agamaagama, agamaagama Shinshukyo and more 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 culture and tradition.

For the Japanese all live natural phenomenon or considered to be living (animate) and non-living (inanimate) of man-made objects even be considered to have the potential to be considered alive if they believe there are supernatural forces at these objects. These things are known to folk belief. The people of Japan in the confidence people have of mixing or syncretism with religions from outside Japan, but the Japanese people are not taken lightly against it. From this we can understand that the trust of the Japanese people is a belief system that only people of Japan and on Japanese soil who understand and believe although it does happen syncretism but the color of Shinto and the Japanese tradition is maintained. some 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.

Japanese life that appreciates the environment, preserve and respect the natural (Shizenkan) is an expression of profound religious sense. Data from the literature are found opinion can be assumed that Japanese people truly appreciate and maintain harmonious relations between humans preformance various aspects, it brings Japan seen as a deeply religious country of many aspects. in fact the Japanese meaning of religion in his life as a tradition that is maintained and preserved by hereditary

Basically the cultural life and traditions of Japan are Shinto and Buddhism. The Government of Japan provides religious freedom to its people. religion is considered as an individual thing of the modern Japanese society, but also as a symbol of Japanese cultural groups and traditions of its people confidence. The Japanese can maintain harmony in their life environment although many different religions there.

Relations between Japanese culture and Islamic culture

The very strong Japanese culture which is the biggest secret to the success and prosperity of Japan. The whole world would have been to acknowledge and watched the State of Japan is a great country and go forward. However natural disasters, tsunami that swept the country often destroy most areas of Japan that have an impact on the economy. However, it seems unnecessarily long for Japan to regain control of the world economy, since Japan is known to have a very remarkable people resilient. Most successful people are from Japan.

Several things can cause the advance of the Japanese State turns out there in the teachings of Islam since the first.

1. Shame
Shame is a hereditary ancestral culture and the nation of Japan. Harakiri (suicide by sticking a knife into the stomach) becomes a ritual since the era of the samurai, when they lost the battle. Then enter the modern world, the discourse was little changed to the phenomenon of "resign" (resign) for leaders involved in corruption or feel failed in his duty. Negative effect is probably the primary school children, junior high school who sometimes suicide, because the value is ugly or not the class. they are embarrassed about their environment when they break the rules or norms that have become common agreement. "
2. Mandiri
"From an early age children are trained to become independent. Even a kindergarten child must bring 3 large bags containing clothes, bento (packed lunch), dressing shoes, books, towels and a large bottle of liquor that hung around his neck. Remove the high school and into college most of do not ask for costs to parents. they usually rely on part time work for school fees and daily life. Even if the money ran out, they "borrow" money to the parents who will they return the following month. "Suggestions for trying his own and not depend on other people is Islam.
3. Never give up
"History proves that the Japanese including a resilient nation and unyielding. A series of disasters occurred in 1945, beginning of the atomic bombs on Hiroshima and Nagasaki, Japan, followed by a losing war, and coupled with the major earthquake in Tokyo, Japan turned out not exhausted. In the next few years Japan has managed to build the automotive industry and even fast train (shinkansen) Aiko Maikopada initially be laughable person when offering the product Cassette Tapenya little to many countries. But eventually a legend with his Sony Walkman. What is also quite unique that the science and theory in which people must learn from this failure began to be formulated in Japan under the name shippaigaku (science failure).
4. Loyalty
"Loyalty make a career in a travel company and neatly arranged. Slightly different from the system in the United States and Europe, is very rare Japanese who moved jobs. "The Prophet. said, "Muslims are obliged to continuously meet their requirements."
5. Innovation
"Japan is not the inventor, but the Japanese have an advantage for the dispensing findings and then market it in the form of interest to the community." Islam also mengajarkar that we develop a science and learning (not an innovation in religious matters = heresy). even those who have knowledge notch high either. Good science world and the hereafter. Allah SWT. said. "Allah will exalt those who believe among you and those who were given some degree of knowledge." (Al-Mujadalah: 11)
6. Hard work
"It is no secret that the Japanese are hard workers. The average hours worked by employees in Japan is 2450 hours / year, very high compared with the US (1957 hours / year), England (1911 hours / year), Germany (1870 hours / year), and France (1680 hours / year) , A worker can be said Japan can do the work normally done by 5-6 people. Home quickly is something that can be said to be "somewhat embarrassing" in Japan, and indicates that the employee was included "not required" by the company. "Hard mKerja also the teachings of Islam. Even Rosulullah saw. teaches us seek refuge in Allah from lethargy.
7. Keep Tradition, Honoring Parents and Housewife.
"The development of technology and economics, not make the Japanese people lose the tradition and culture. Culture married women not to work there and live up to this moment. Culture sorry still a reflection of the Japanese. If one day you ride a bike in Japan and hit a pedestrian, then do not be surprised if we hit even apologize first. "Of course, the good tradition preserved. Tradition in accordance with the noble values and teachings of Islam. Islamic teachings also preserve good traditions. As is the tradition that glorifies Jahilliyah Arabs living, keeping promises and vows although the oath was heavy. Even the customs / traditions can be used as a benchmark law in Islam. As fiqiyah rules. "Indigenous / tradition can be used as a benchmark law"
8. culture Read
AYou do not be surprised if you come to Japan and into Densha (electric train), most of the passengers either children or adults are reading books or newspapers. No matter sitting or standing, many of which memmanfaatkan time Densha to read. In Islam verses the first down is a read command.

9. scrimp

The Japanese have a zest for life-saving in excessive anti-consumerist keseharian. Sikap is seen in many areas of life. In the early days of life in Japan, maybe we are a little surprised by the many Japanese people crowded shopping at the supermarket at about 19; 30, and turns before it closes the supermarkets cut prices by half. "

Islam really teaches life-saving and qona'ah. Allah SWT. says in Surah Al-Furqan: 67) "And oarang people when they spend (hartanya), they are not extravagant nor miserly, and is (spending it) in the middle of the case."

10. cooperation Group

Culture in Japan not too accommodating to the work that is too individualistic. Including claims of employment, usually attributed for a team or group. There is an anecdote that "one person Japanese professor will lose by one American professor, but 10 American professors will not be able to beat 10 people in a group of Japanese professors. Prompts to cooperate is Islam. Help each other in goodness and reward.

"And please-menolonglah you in (doing) goodness and piety, and do mutual assistance in sin and transgression." (Qs. Al-Maidah: 2)

COMPANY VISIT

How to buid people awareness in Indonesia to manage waste properly from the garbage collection from the household, then collected by the department cleanliness and dumped at the landfill.

Speaking of environmental issues can not be separated from the health. We often do not realize that environmental problems are closely linked to health. The expert scientists in the field of health, especially doctors often find their man healed, the average because of inadequate health problems caused by unhealthy environment they inhabit. In developed countries / Industry, especially in Indonesia, we often encounter many garbage strewn everywhere. Trash is very dominant in Indonesia has not been resolved properly, is due to lack of awareness and lack of attention penerintah handle the garbage problem itself.

Every day we find litter even the side of the road until dialiran river where human settlements are located. The problem of garbage piled in the river so the river was flowing currents and cause puddles of water that can invite a variety of diseases such as malaria, diarrhea, cholera, skin diseases and others. Besides the problem of air pollution due to the number of vehicles per day, industrial plants in operation, this is what causes our health impaired. The air we breathe is polluted by the fumes from vehicle engines and industrial machines every day to settle diparu our lungs. Here are some examples that we often see around us or our environment and there is much more that is very disturbing for the health of our environment stay.

Waste management as one of environmental improvement, the current implementation still faces many obstacles. Habits of the people who directly dispose of waste into the river, and a lack of willingness to treat waste generated became a major problem, Community development in waste management is to change the form of behavior based on the need for a clean environment that can eventually grow and develop community participation in the field of hygiene. Changes shape people's behavior can manifest need no effort to change habits arouse public attitudes and behavior towards cleanliness / trash is no longer based on the necessity or obligation, but lebih based on the value needs. To change these habits, it is necessary to provide guidance to public participation which made a whole (government, private sector, universities, and community) and integrated (the manager and the rest of society). Fostering of community participation should be carried out continuously, directed, planned and sustainable, as well as by involving various related elements.

To grow, develop, and foster community participation in a focused programs would be carried out intensively and oriented to the dissemination of knowledge, cultivation of awareness, affirmation attitudes and behavior formation.

- people know and understand the issues of environmental cleanliness
- community actively participate in creating a clean environment
- people are willing to follow the procedures / procedures for maintenance of cleanliness
- people are willing to pay for waste management
- society to actively transmit clean living habits on other community members
- active community providing input (suggestions) that build

Elaboration of strategy to increase community participation:

- convey information, or pass information through the mass media
- persuade and punish, aims to influence (beliefs, values, way of acting) the parties to communicate. If persuasion does not work, do the punishment which is the last weapon to force people to change attitudes.
- hold a dialogue.

Increasing the role of the community is relatively succeed if attention to the following aspects:

- communication, which fosters the notion that successful
- changes in attitudes, opinions and behavior caused by a sense of awareness
- awareness, based on the calculations and considerations
- enthusiasm, which fosters spontaneity
- their sense of responsibility, sense of shared interest.

program Improvement

In the preparation of community participation program in the field of waste management, must contain the following components:

1) Technical

a) Individual

Community participation can be started from the individual household scale, namely the reduction of household waste generation. Waste reduction technique is known as the method of 3R (reduce, reuse, recycle). As an example of the application of the 3Rs methods in everyday life, for example:

- Reduce
 - To purchase products, do not need to ask for a double bundle, has entered cardboard need not wrapped by paper, then into a plastic bag.
 - Choosing products that are packaging tends to cause most small trash / bit.
- reuse
 - Avoid the use of disposable products, for example by the use of a battery that can be recharged (recharge), the use of pen / ballpoint can be refilled (refill).
 - Reusing the bottles where oil or foodstuffs.
 - Using a container that can be used repeatedly.
- Recycle
 - Separating the wet waste (organic, kitchen waste, vegetable, food scraps) with dry waste (organic, paper, plastic, bottles).
 - Sell or donate goods that are not used, to people in need.
 - Borrowing or leasing goods that are sparse use, such as tables, chairs party.

b) Group

In groups (communal), the public can participate in waste management, waste management and environmental scale, for example:

- Reduce
 - Giving only to the product packaging really need wrap or packaging,
 - avoid administering wrap to decorate.
 - Provide information to the computer network, without too much paper after being read will be discarded.
- reuse
 - Wearing backyard paper for letters in the office.
 - Cultivating the use of shopping bags that can be used repeatedly.
- Recycle
 - Establishment UDPK (Business Recycling and Composting), which will be very high benefits in reducing waste generation.
 - Hold a place of buying and selling used goods.

processing program

a) Liquid Waste processing

How household waste treatment first is to manage liquid waste. Domestic wastewater coming from the kitchen and the bathroom does not include exhaust-toilet can be recycled into clean water for the benefit of watering plants, washing, flushing toilets, and shower. How to create a channel wastewater treatment kitchens and bathrooms before being discharged into the recharge wells. How to make a liquid waste processing channels. This method requires drains towards filtering drum place before absorbed into the ground or housed in absorption wells.

b) Cultivating Organic Solid Waste

How second household sewage treatment is a way to manage organic waste can be at home. Organic solid waste is waste from objects that can be parsed nature, for example; wrap in banana leaves, vegetables, fruit peel, rice, bread. This garbage can recycle themselves into compost that is beneficial to plants with takakura method. This takakura method of composting household is dried without causing odor. Raw materials are takakura composting organic kitchen waste, except animal waste that can cause odor.

c) Inorganic Solid Waste processing

How processing third of household waste is inorganic managing solid waste, ie objects made of plastic such as sterfoam. Actually the use of plastic materials for the activities of the house is not recommended. Since plastic and disposable packaging parsed susai nature and pollute the environment. For households suggested replacing plastic packaging with objects that can be used repeatedly substitution

processing of household waste which is right and good and therefore you also need to apply this to make your wastes more useful and have value.

a) Processing by utilizing plastic waste.

Plastic is very difficult to disentangle waste, plastic waste is waste that is usually flexible and widely used by many people. Obviously you need to know about the benefits of plastics. Where plastic is very useful for those of you who can generate sales value as craft bags, craft paper lanterns or other items that reliable with plastic. Plastic is very beneficial for everyone because of its flexible earlier. Therefore plastic waste processing is also very beneficial.

b) Processing household waste by means of sorting them.

household waste can be processed, by way of sorting them, the point is that household waste can be split-split to reduce the adverse effects, such as you provide bins for organic, non-organic and glass bins. This is one of concern for household waste. Thus it is intended that the waste sorting easier for us to take advantage of any waste into more valuable goods.

c) Make a clean environmental sanitation.

household waste such as feces or used washing water and so can be disposed of in accordance place with the filtration process and of course the first thing to do is to make a clean sanitation. Because clean sanitation is improved sanitation can be made more effective in the processing of household waste.

d) Make infiltration wells.

Infiltration wells are also highly functioning for households, especially with the infiltration wells of household waste to be more qualified and efficient, which recharge wells is a method in which reducing water pollution so that water does not bergenangan and can cause flooding, nor did it make the water produced getting worse and make the land did not decrease as a result of excessive water extraction.

e) Septitanck manufacture.

Manufacture septitanck also beneficial for the processing of household waste, where household waste is not to be disturbed and household waste can be resolved properly, which means do not disturb the neighborhood.