

# JAPAN COMPANY VISIT REPORT

## A. Marketing Analysis

### Topic-6 Traditional Market of Japan (Tsukiji Fish Market)

Tsukiji market is the biggest wholesale fish and seafood market in the world and also one of the largest wholesale food markets of any kind. The market is located near the Tsukijishijō Station on the Toei Ōedo Line and Tsukiji Station on the Tokyo Metro Hibiya Line. The market opens most mornings (except Sundays, holidays, and some Wednesdays) at 3.00 a.m. with the arrival of the product by ship, truck, and plane from all over the world. The market is the busiest between 5:30 and 8:00 a.m., and the activity declines significantly afterward. Many shops start to close around 11:00 a.m., and the market closes for cleaning around 1:00 p.m. Tourists may visit the market daily between 5 a.m. and 6:15 a.m. and watch the proceedings from a designated area, except during periods when it is closed to the public.

There are two distinct sections of the market as a whole. The inner market (*jōnai-shijō*) is the licensed wholesale market, where approximately 900 licensed wholesale dealers operate small stalls and where the auctions and most of the processing of the fish take place. The outer market (*jōgai-shijō*) is a mixture of wholesale and retail shops that sell Japanese kitchen tools, restaurant supplies, groceries, and seafood, and many restaurants, especially sushi restaurants. Most of the shops in the outer market close by the early afternoon, and in the inner market even earlier. The inner wholesale market has restricted access to visitors, the outer retail market, restaurants and associated restaurant supply store remain a major tourist attraction for both domestic and overseas visitors. I also visited outer market only, so I will explain the marketing mix for outer Tsukiji market in this paper.

**Traditional market management in Tsukiji Fish Market based on marketing mix** (product, place, promotion, price, people, processes, programs, performance)

#### - Product

Almost all of tsukiji outer market offer many kind of product variety such as:

- Kitchen tools and souvenir  
They sell many kind of kitchen tools like chopsticks, plate with typical Japanese design, and they also sell kokeshi umbrellas.
- Groceries  
Groceries store usually sell seaweed, peanuts, beans, seasoning contain seaweed, sakura, sesame, etc.
- Sushi restaurants  
Sushi restaurant usually offer many kind of sushi. They also make a sushi from fresh fish, so I think sushi from tsukiji is more delicious than sushi from our country.
- Seafood  
The outer market which sell seafood, they prepare their fresh fish before consumer buy and will going to eat in front of the consumer. They sell sea urchins, shellfish, salmons, etc. according to the resources that I read, the market handles more than 400 different types of seafood from cheap seaweed to the most expensive caviar, and from tiny sardines to 300 kg tuna.

We know that tsukiji market's product quality is good. Groceries, sushi restaurant, seafood sells fresh fish from sea and river, high quality bean, peanuts, and seaweed, while kitchen tools and souvenir store also sell high quality product too. The design of the product is quite simple but eye catching. for brand name, I do not know the brand is quite famous or not because I think the product is made by small industries. The packaging for groceries are made from thick transparent plastic but their packaging is travel friendly because the size of the packaging is relative small to medium for me.

- Place

The location of Tsukiji fish market is strategic because the market is located in central Tokyo, between the upmarket Ginza shopping district and the Sumida River and the location is also near the Tsukijishijo station and Tsukiji station on the metro hibiya line. So, a lot of tourist from domestic and overseas can easy go to Tsukiji market by using public transportation. If their stock is limited, I think they can just bring their new fresh product from inner market so their stock is always available and inner market has their stock everyday from fisherman by using ship. For channel of each outer market, I do not know that they have another channel except In Tsukiji market.

- Promotion

They promote their product with advertisement and sales promotion. The advertisement that I have ever seen is brochures. Brochure has an advantages such as:

- ✓ Flexibility
- ✓ Full control
- ✓ Can dramatize messages

But, brochure has a limit too, if they make a lot of brochures, it could be lead to runaway costs.

I do not know another advertisement that they usually use, maybe they use newspapers, television, direct mail, radio, magazines, outdoor, yellow pages, newsletter, and telephone for promote their Tsukiji Fish market.

Sales promotion that many markets usually use is free trials cash refund offers. Free trials are inviting prospective purchases to try the product without cost in the hope that they will buy. When I visited market that they sold green tea, bean, and seaweed, they offered free trials to me and I think this promotion is really effective for consumers. While, cash refund offers (rebates) is providing a price reduction after purchase rather than at the retail shop. Tsukiji souvenir markets offers me the tax refund if I buy souvenirs over 5.400 yen. I may buy in different market and collect 5400 yen receipt and I can take my tax refund at tax refund counter. I do not know for another sales promotions like samples, coupons, price pack, premiums gifts, frequency program, prizes, etc but, they may promote their product with different kind of sales promotion.

- Price

They always enclose the price list in front of their product. They always offer the fix price, so we can not ask the product with lower price to the seller. But, I think the price is affordable, because I always get high quality product so I must not ask to them for lower price. I do not think there is any discount in Tsukiji Fish market for tourist from overseas because I have not seen any discount yet in every market but it may be possible for tourist from domestic to have a discount. The payment period in Tsukiji market is indeed when we buy their products. The last, I do not think there is any allowances and credit terms in Tsukiji Fish market after I analyse this market for only a few hours.

- People

People reflects, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people inside the organization. It also reflect the fact that marketers must view consumers as people to understand their lives more broadly, and not just a shoppers who consume product and services. Employees in Tsukiji Market are all nice, they offer the products and inform the ingredients of each products, so muslims including me were not afraid to buy their products. Moreover, they inform us especially who are selling green tea how to make green tea properly. They also prepare the table for us if we buy some seafood. And then, after we buy their product they usually say "arigatou gozaimasu" (thank you).

- Processes

Process reflects all the creativity, discipline, and structure brought to marketing management. Marketers must have avoid ad hoc planning and decision making and ensure that state of the art marketing ideas and concepts play an appropriate role in all they do, including creating mutually beneficial long term relationships and imaginatively generating insights and breakthrough product, services, and marketing service, in Tsukiji Fish market I saw many seafood market show their step to prepare their seafood to consumers so a lot of consumers have interest to buy their seafood. I saw the attraction and I think the process of preparing their fishes are hygiene and the fish looks fresh and delicious. I think this marketing strategy is effective for consumers like me because I should know how to prepare their food properly before they serve that food to me.

- Programs

Programs reflects all the firm's consumer-directed activities. It encompasses the old four Ps as well as range of other marketing activities that might not fit as neatly into the old view of marketing. Regardless of whether they are online or offline, traditional or non traditional, these activities must be integrated such that their whole is greater than the sum of their parts and they accomplish multiple objectives for the firms. The programs in many tsukiji outer market is if the consumers buy the fresh fish product such as tuna, salmon, sea urchins, shellfish, we should eat these fish in each market area. If we do not eat these fish in each market area, the employees will admonish the consumers to back to their market area. The program of buy and sell, first we pick the products and then we should go to the cashier, and last we purchase these product. This program is not strange for me because in Indonesia we do some thing like that.

- Performance

We define performance as in holistic marketing, to capture the range of possible outcome measures that have financial and nonfinancial implications (profitability as well as brand and customer equity) and implication beyond the company itself (social responsibility, legal, ethical, and the environment). The performance of many products and employees tsukiji market is quite good. They serves their best to us to prepare their food properly and the quality of the food is good. This is causes tsukiji market always full of the customers everyday. They satisfied to the performance tsukiji market have.



**Tsukiji Outer Market**

## B. Cultural Analysis

Senso-ji is an ancient Buddhist temple located in Asakusa, Tokyo, Japan. It is Tokyo's oldest temple, and one of its most significant. Formerly associated with the Tendai sect of Buddhism, it became independent after World War II. Adjacent to the temple is a 5-store pagoda, Shinto shrine, the Asakusa Shrine, as well as many shops with traditional goods in the Nakamise Dori. The Sensoji Kannon temple is dedicated to Guanyin, the Buddhist Goddess of Mercy, and is the most widely visited spiritual site in the world with over 30 million visitors annually.

After I visited Senso-ji temple, I saw a huge bell at the gate. The color is red and black. According to the resources, there is a ritual named Joya-no-kane. A lot of people attended the ritual to ring a huge bell of a temple, usually the bell ring around 108 times when the new year arrives, but ordinary people cannot ring the bell, I do not know the reason why ordinary people cannot ring the bell but I think this bell can bring extra ordinary people to fortunate.

Then, I saw Shinto shrine. According to resources I found, there is another ritual after ring the bell, and it is hatsumode. Hatsumode is also a popular custom which people pay visit to Shinto shrines and major Buddhist temples when the new year arrives to offer their first prayers of the year. First, they change their 1000, 5000, 10.000 yen to 1, 5, 10, 50 yen in the counter. The way employees at the counter change the customer money is very unique. They put the coin of the money in the bamboo, and then they shake the bamboo, and last they give the coin to the customer. The customers who get 5 yen, Japanese people called they are lucky. After they change their money, they go to Shinto shrines to pray. They throw their coin to this temple, and then pray.

There is a lot of temple in Asakusa, and I still confused which temple usually used by Japanese people to pray other than Shinto shrine. But, I found that Asakusa's Matsuyama Shoden temple can grant prayers regarding fulfillment in love, family harmony, business prosperity and others to its worshipers, this little-known temple is one of thanksgiving. And, with the daikon radish as its distinctive but unusual symbol, you will be able to find daikon radish designs throughout the grounds.

I also saw, they burn the timber in the chamber. Then, after they burn, the chamber will produce the ash. And then, they inhale the ash and their face also close to the ash. They believe that if their face exposed to the ash, they will ageless, beautiful or handsome.

The tour guide also said that there is a lucky card in new year festival. First, they pick one of the cards, and then they read. When they get the lucky one, they bring the card to their home, but when they get the unlucky one they hang the card in the trees. They said that if they hang the card in the trees, their unlucky fate will be gone. The tour guide also told me about geisha. Geisha are traditional Japanese female entertainers who act as hostesses. Their skills include performing various arts such as classical music, dance, games, and conversation, traditionally to entertain male customers, but also female customers today. The distinctive white face, red lips and elaborately decorated hairstyle of the Geisha is an enduring image portrayed throughout the globe as the entrance to a world to which most of us mere mortals are not invited. From somewhat seedy beginnings, the current world of the geisha remains a mystery to most foreigners and Japanese alike.

I also read from the resources, Asakusa has many festival in one year. Almost every month they held a festival. These are some festival that I have read:

- Asakusa Kingyo or goldfish catching booths is one of the most popular stalls at Japanese summer festivals. If we cannot join this festival season in Asakusa though, we can take part in Kingyo Sukui all year long at many special shop. And if we aren't really interested in catching goldfish themselves, there are many cute goldfish themed goods for sale here.

- April-Nakizumo  
Throughout the year there are many different festivals held in Asakusa. In April, the Nakizumo is an unusual event where infants around 1 year of age are handed to different sumo wrestlers, and the baby that can cry the loudest of all is the winner.
- May: Sanja Matsuri  
Asakusa's representative festival, Sanja Matsuri sees 100 omikoshi (portable shrines) and their attendants gather together in the grounds of Asakusa Shrine to shout, dance and parade about the streets of Asakusa, which ring with the sounds of these revelers.
- July: Shitamachi Tanabata Matsuri/Hozukishi  
July's Shitamachi Tanabata Festival sees stripes of brightly colored paper with wishes written on them hanging from bamboo stalks all throughout the streets of Asakusa, as well as the Hozuki-ichi (Ground Cherry Market) at Sensoji, where talismans in this form are sold.
- August: Asakusa Samba Carnival  
The streets of Asakusa are dyed in the colors of samba during the annual Samba Carnival that takes place in the last weeks of August.
- November: Tori no Ichi  
Tori no Ichi is a three part festival that takes place during the month of November. During this time, those praying for prosperous business and disaster prevention can purchase a kumade (decorative bamboo rake), talisman from Otori Shrine. Ootori Shrine holds the Tori no Ichi festival every November. In order to pray to the deities of this shrine for better fortunes in the coming year and for thriving business, throngs of people gather here to purchase talismans and lucky charms.
- December: Hagoitaichi  
If we happen to be visiting Asakusa at the end of the year, we will find an incalculable number of hagoita or battledore (an early badminton racket) on display and for sale. These toys have been historically believed to be lucky amulets against evil spirits in Japan.

After I saw Japanese cultural in Asakusa and I also read some resources, I will try to analyse the cultural and the religion of Japanese people and I will compare to Indonesian cultural and religion. First, Japan is including to developed country with rapid technological development, but they do not forget about their culture. They proud to wear their kimono and always attend to festival in Asakusa. I saw Asakusa has many visitors when I visited this temple. The visitors are from overseas or domestic. I visited this temple when it was still summer, a lot of Japanese people especially women wear a kimono or yukata went to the Asakusa. They took a photo in front of the huge bell at the gate, and then they would go to Shinto shrine to pray. I also rarely see many festival in each region except in village and Bali. Maybe, Indonesian people must promote their culture like Japanese people, so our culture will be known by tourist overseas. The first thing I do not understand, they go to Shinto shrine to pray, but if they will marry, they will go to church. In our country (Indonesia), I rarely see Indonesian people wear kebaya except in wedding ceremony. Indonesia has 5 religion, there is Islam, Christian Protestant, Christian Catholic, Buddhism, and Hindu. They will pray in each worship place.

Second, I think Japanese people believe the horoscope. Because every new year, they always pick one of the lucky or unlucky card, hope that they got 5 yen from the counter when they change their money, burn the timber, and make use of the ashes, believe the toys to against the evil spirit. In Indonesia, I think only some of province which is believe to horoscope. In west Java, I rarely saw people believe to horoscope these days. But, in central Java, east Java, and Bali it is possible. Because they also added ritual before they will stay in new house, go to the forest, etc. they always prepare some food such as meat, fruit, rice for against evil spirit.

Third, I saw Asakusa temple has a lot of festival almost in every month, so Japanese people and overseas tourist like us has interest to go to Asakusa. But, in Indonesia there is no festival I think in every temples that I ever visited so I do not have an interest to go to the temples again except take

a photo with my friend in front of the temples. I think government should make a lot of festival in temples, so people and tourism from overseas have interest to go to the temples again. Besides our temples will famous like Borobudur, we can promote our culture to everyone in the world like Bali. The festival that I recommend to government in west java is kebaya festival. We should wear our kebaya if we want to go to the temples.

Fourth, I saw traditional market when I walked into Asakusa temple. They sell many typical Japanese souvenir and food. They also rent and sell their kimono to tourists too, the price is affordable I think. In Indonesia, I saw traditional market too in Borobudur, if I have done to see the temples, I walk to exit gate. When I walk to exit gate I saw many traditional market too that sell a lot of typical Borobudur stuff.

Fifth, if I saw Japanese people they are always walking fast even though they wear high heels or wedges (for women) and they will not go to work and they always use public transportation such as train and subway. The reason they always go with public transportation is they should pay expensive tax if they buy the car and they should rent a parking area for their car too and it is relative expensive for me. In Indonesia, we always go to some place with our car or motorcycle because I think it's cheaper and more effective than we use public transportation. And also I rarely saw people walking fast in sidewalk.

Sixth, Japanese people is really discipline and think that time is money. So they always work overtime.



**The Gate**



**Sensoji Temple**

## C. Company Visit

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

Indonesia has more than two hundred and fifty population in this year. Every year, population in Indonesia has been increasing so fast. I think this is the reason why waste has increased too in every years. According to the information that I have, one householder produce waste more than one ton per year. When I analyse the environment around my area, I saw a lot of rubbish on the street and sidewalk even though government has facilitate the dust bin for the communities.

When I visited Japan, I saw there is no rubbish around the street and side walk and I rarely found dust bin in every area I visited. The tour guide said that the awareness of Japanese population to throw the rubbish to the dust bin has been exist. If they cannot find the dust bin, they hold the rubbish or put the rubbish to their bag until they found the dust bin. I realize that government must build the awareness for Indonesian population about cleanliness.

I have the information that Japanese population usually separate their rubbish. The rubbish can be burn or not, the bottle and the cap of bottle. So if the dust man found that the rubbish have not separated, they will return the garbage to the householders. In Indonesia, there is no partition of the rubbish. We only throw the rubbish to the dust bin and dust man will collect the rubbish. I think I should separate the kind of rubbish too like Japanese people. So, the dust man can process the rubbish easier than before. Government should teach the community how to separate the rubbish, and make rules about the separated rubbish, the dust man may return the rubbish if the community have not separated their rubbish.

When I visited Shin-Koto incineration plan, the employee told me that there is more than twenty incineration plant in japan. They process the rubbish from every householders. The incineration plan has advanced technology too. They said that government has spent more than one billion yen for one incineration plant. I never visited the landfills in Indonesia, but I think they have not been build incineration plant like japan. Maybe build a lot of incineration for Indonesia is quite heavy because our country has many debts to another country like china. So, I think I will recommend to the government, they should teach their community how to reuse, reduce, and recycle the rubbish.

Based on SNI in 1990, waste is solid waste is composed of organic substances and inorganic substances that are considered no longer useful and should be managed so as not to harm the environment and protects the development. In general paradigm of society towards solid waste resulting from the nature of domestic or industrial activity, are objects that you no longer want or no economic value.

With the Undang-undang No. 18/2008 about Waste Management, it is necessary to a maximum of waste management. The waste management efforts can be made by Reuse, Reduce, and Recycle (3R) is an activity of treating waste in a way, reuse, reduce and recycle.

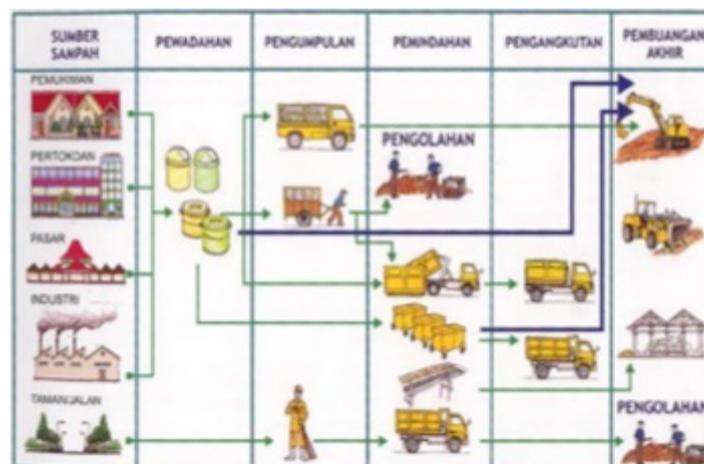
1. Reuse is use of garbage directly, either for the same function and other functions.
  - Reuse the packaging such as plastic bag for the same function or another function. Use the packaging over and over again until that packaging cannot be used again.
  - Use the battery which is available to cash again
  - Sell or give the rubbish to people who need this such as scavenger who need a bottle that has been used.
  - Use office tools over and over again
  - Use the paper which has been used.
  - Use the rubbish for the creation such as make a small bag or carpet from the paper

- Use the smartphone or computer to write the information as well as possible to reduce paper.
  - Use the organic rubbish for compost
  - Use the primer packaging for refill our needs.
2. Reduce is reducing everything that causes garbage.
    - Pick the product which has recycle packaging
    - Avoid to use and buy the product which can produce a lot of rubbish
    - Buy the refill one
    - Reduce to use disposable materials
    - Provide the information from the computer and internet not from the paper
    - For hospitals, use the incineration to burn medical waste
  3. Recycle is harnessing garbage back after a treatment process.
    - Process the inorganic waste
    - Process the organic waste to be a compost
    - Process the paper to be a paper again
    - Sell the recycle product to the community

Waste management system is the waste management process that includes five (5) aspects / components that are mutually supportive in which between each other interact to achieve the goal (Departemen Pekerjaan Umum, SNI 19-2454-2002). The fifth aspect includes: technical aspects of operational, organizational and management aspects, legal and regulatory aspects, financial aspect, the aspect of community participation

a. Aspects of Engineering Operations

Technical Aspects of Operations is a component closest to the object of waste. According Hartoyo (1998), the solid waste system planning requires a standard pattern as the basis for a clear specification. Specification used is the Indonesian National Standard (SNI) No. 19-2454-2002 on Procedures for Waste Management in settlement. Operational techniques of waste management must be integrated in a chain with a continuous sequence, namely: shelter / lug, collection, removal, transport, disposal / treatment.



Aspects of Operational Engineering is one of the efforts in controlling the growth of garbage, but the implementation remains to be adjusted in consideration of the health, economic, engineering, conservation, aesthetic and environmental considerations (Tchobanoglous, 1997).

- 1) landfill
 

The initial process for dealing with waste directly related to the source of waste is the shelter. Landfill is a way of landfill before being collected, transferred, transported and disposed of to landfill. The goal is to avoid that trash is not scattered so it does not disturb the environment. The factors that most influence the effectiveness of the service level is the capacity of the equipment, holding patterns, types and properties of materials and site placement (SNI 19-2454-2002)
- 2) garbage collection
 

Garbage collection is how the process of garbage collection bins ranging from shelters to temporary disposal sites. Patterns are basically separate garbage collection in two (2) there is a pattern of individual and communal patterns (SNI 19-2454-2002) as follows:

  - a. Individual patterns are the garbage collection process starts from the source of waste is then transported to the Dumpster / TPS before disposal to landfill.
  - b. Communal pattern is garbage collection done by the waste producer to the shelter communal bins that have been provided / to the garbage truck that handles the collection point and then transported to the landfill without the removal process.
- 3) trash removal
 

Trash removal process is removing garbage collection results in a means of transport to be taken to landfills. The place used for trash removal is the removal of garbage depots are equipped with a container carrier and or ram and or office, workshop (SNI 19-2454-2002). Trash removal that has been disaggregated from the source sought not until the garbage is mixed back (Widyatmoko and Sintorini Moerdjoko, 2002).
- 4) Garbage transport
 

Transportation is an activity of transporting waste has been collected in temporary shelters or from the source of waste into landfills. The success of the waste management is also dependent on the transport system are applied. The ideal waste transportation with specific container truck with tools presses, so that the waste can be compacted by 2-4 fold (Widyatmoko and Sintorini Moerdjoko, 2002).
- 5) Landfill final disposal of the space provided to remove waste from all the results of transporting waste for further processing. The principle of final waste waster is to eradicate domestic waste at a disposal site. So landfills is a waste treatment facility.
- b. Institutional aspects
 

Organization and management have a fundamental role in moving, activating and directing the waste management system with the scope of institutional forms, patterns of organization and management personnel. Institutions in the waste management system plays a very important include: the organizational structure, functions, responsibilities and authority as well as both vertical and horizontal coordination of the management body (Widyatmoko and Sintorini Moerdjoko, 2002). The amount of solid waste management personnel should be appropriate to the scope of their duties. For the collection system personnel number at least 1 person per 1,000 population served while the transport system, the exhaust system and the end of at least one staff person per 1,000 inhabitants (SNI 19-2454- 2002).
- c. aspects of Financing
 

Aspects of financing serves to finance the operations of waste management, which starts from the source of waste / sweeping, collection, transfer and transport, treatment and disposal. During this time in the management of urban waste requires substantial subsidies, then this waste management system is expected to meet the needs of its own funds from a levy (Dit.Jend. Tata Tata Urban and Rural, Dep.Kimpraswil, 2003).
- d. regulatory aspects
 

The principle of regulatory aspects of waste management in the form of local regulations that are the basis of waste management law covering (Hartayo 1998):

- regulation associated with the general provisions of the management of hygiene.
- Regulation on the form of formal institutional hygiene management.
- a special regulation determining the base rate tariff structure and management of the hygiene regulations involving the authority and responsibility of the manager of hygiene and public participation in maintaining the cleanliness and retribution.

e. Aspects of public participation

Strongly supports the role of the community waste management programs of the region. Community participation in the field of waste management is the process whereby people as consumers as well as producers and as citizens waste services affect the quality and continuity of the infrastructure available to them. Community participation is important because of the role as well as a tool to obtain information about the conditions, needs and attitudes of the local community, more people believe in the project / program development if they feel involved in the process of preparation and planning (LP3B-Clean Up Bali Buleleng, 2003). Forms of community participation in the handling or disposal of waste include: knowledge of the trash / sanitation, garbage levy payment routines, their garbage fees RT / RW / village, community service activities, the provision of bins.