

M. Fahrie Dwintara

Reguler - 120820160521

Nakasima Dori

Nakasima Dori's long market tour is 250m consisting of fewer than 90 Souvenir shops and eating places. Tourist attractions combined with the ongoing atmosphere at Nakasima Dori is wonderful for tourists. This is one of the tourist market in Japan and has been used as the main road since the Edo era. Many traditional Japanese snacks are sold here, Japanese key accessories and keychains, toys, umbrellas, kimonos and hair bands are items sold in this market. Along the way is full of typical Japanese unique items, and the market is full of decorative lights. Many tourists from various countries of this place. The location of the business place in the middle of the city, the place is also very fast clean. The building is studded and friendly sellers offering their wares.

The famous food here is the Azuma dumplings that have been around since edo dumpling times wrapped in soybean powder, in addition to the pangsit Azuma is also famous for its Macha or the cold green. Then there is also a cake doll, craker rice like rangginang, Dorayaki like Doraemon and the last is Sweet Sweet. Food packaging is quite unique in which the typical Japanese to be featured. the popular, food for tourists visiting Japan is "Green tea sweets." an entire shelf is devoted to these green tea snacks.

The souvenirs in this market are small Lantern, Bells, fencing, socks and sweatshirts and many more. But for the price of this souvenir classified medium not too cheap not too expensive. There is a large lamp lantern that became the icon of the Sensouji temple if we are interested in a smaller there miniarut souvenirs can be brought. There are also typical Japanese chopsticks, there is a hand bag. You can also create your name with japanese characters here. There is also sell replica sword samurai Japan.

The souvenirs sold at Nakamise-dori are very variative. From traditional Japanese clothing such as yukata and kimono, T-shirts bearing the words "I Love Tokyo", bags, wallets, sandals, wooden dolls, Japanese fans, and many more.

For yukata, based on our observations, prices are priced between 3,000 to 5,000 yen. While the Tokyo-themed shirts and Asakusa can be obtained at a price between 1000 to 1500 yen. For keychains and refrigerator magnets the price varies, ranging between 100 to 500 yen.

And than, I see during Nakasima Dori is the merchants try to offer merchandise, you must know, while in Nakamise-dori is not allowed to bring food and drink while walking. In some stores were posted announcements for the buyers to eat and drink in the store area. This rule is made to keep cleanliness along the way. they give discounts to Specific item.

Nakamise Dori is always full of tourists. It is said that Nakamise Dori is one of the oldest shopping streets in Japan. When Tokugawa Ieyasu, a warlord who ruled Japan in the Sengoku Period (1493-1590), established the Edo Shogunate, and the population of Edo City increased rapidly. Some residents opened shops in the Senso-ji Temple location and nearby, which is said to be the origin of Nakamise Dori. The row of windows in front of the store is used as a large single canvas where traditional events and festivals are held every season, resembling the big picture rolls of Asakusa, so people can enjoy and visit this place even after the shop closes at night. Therefore, Nakamise Dori is also worth visiting at night, and painting beautiful murals on shop windows is quite an interesting sight to enjoy.

I am personally did not found the halal food label, but people say in this market have The "Muslim-Friendly Goods Corner". So Muslim tourist can enjoy this market.

Indonesia can follow some things about the location of Nakamise Dori tourism such as tourist sites that combine religious attractions with the center of the souvenirs shopping neatly arranged and clean tourist areas to make tourists and merchants to be happy to visit. Typical Japan is strongly highlighted here so this tourist spot becomes unique and interesting.

Traditional Market of Japan (Tsukiji Fish Market)

Tsukiji Market is the largest market of fish in Japan. Tsukiji Market is a market visited by many tourists when on holiday to Tokyo. One tradition that is still maintained in the fish market is the Tuna Auction (Tuna Auction) which takes place every morning and becomes the center of attention for visitors. And given the high interest of visitors to visit this market, then starting in November 2016, Tsukiji Market will be moved to a wider area of Toyosu area.

Tsukiji market was established since 1935 which is divided into two places, inside and outside. In this market, tourists can see the inside of the market that became one of the mandatory goals. Tsukiji Fish Market just opened at 9 am usual time, can see wholesale sale of seafood buy. In addition, tourists can see the greatness of the fish traders in managing the sale. Will, for now the wisatwan can no longer see the activity of fish cutting (fillet), this is to ensure the activity of market activity and buying and selling went well. Because, the increasing interest of tourists that process is not controlled and thus affect the freshness of the fish.

Tsukiji Fish Market market is very clean, much cleaner than traditional market in indonesia. For that society, traders, as well as tourists who visit to keep maintaining and high discipline in order to keep the market clean so as not to littering around the market area. After all markets or shops are closed, the entire market area is sprayed with water by a cleaning car so that the dirt and fishy odor of the fish is lost, and can continue trading activities on the next day.

I noticed that as long as the Tsukiji fish market is looking at merchants who try to offer their wares, when by noon. They give a rebate so that all merchandise is sold out. Fresh fish is the main selling, but here also there are various types of marine animals that have been dried or salted. We can also enjoy direct various seafood here. And the most popular are sushi, sea urchins, shellfish, tripang and others I have never seen before. Merchants offer their merchandise with great hospitality and courtesy when asked. Tsukiji fish market is one of the places in Tokyo that must be visited by tourists for tourists.

Tsukiji Market starts operating at 3 am (closed on every Sunday and holiday). If you want to see a Tuna auction, visitors can begin to register starting at 03.30 am at the information center. The number of visitors is limited to 120 people per day and divided into two groups, each amounting to 60 people. The first group can watch the auction at 05.25 - 05.00 am.

While the second group the auction at 05.50 - 06.15 am. Need to know, there is no registration process in the previous day to watch this Tuna auction. So if we really want to see this auction, we need to come early and queue up with other visitors. But unfortunately I did not get a chance to watch this Tuna auction when I came to Tokyo.

Tsukiji Market is auctions as well as outside markets that sell fish. So if you do not have time to watch Tuna auction, then there are many other things that can be seen in Tsukiji Market. The outdoor market is divided into several aisles that sell a variety of fresh fish. Based on my experience, a lot of good fresh fish and cheap sold here.

If lucky we can get the sushi fish as much as 6 pieces with the price of 800 yen. But if you want to taste fresh cut tuna, we can buy it only with the price of 700 yen / ounce. And most interestingly, we can eat fish while looking at fresh fish cut by the traders in front of us. It's true that Tsukiji market is said to be a fish market paradise!

In addition to the place to sell fish there is also a food court place on the market that makes us can menimakti fresh seafood, but if just for coffee, there is also a nice coffee shop here



Service Marketing Mix (7p)

Marketing mix at Tsukiji fish market as follows:

1. Product (Products)

Products in Tsukiji Fish Market is: seafood, snack, seaweed, fresh vegetables and fruits. 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)

If compared with indonesia the price here is more expensive, but for this tourist price enough recommendations.

3. Promotion (Promotion)

to promote their good ther merchan use a brochure, provide discounts, and interact directly with consumers by offering products that it sells.

4. Place (Distribution Channel)

Distribution channels in Tsukiji is derict on consumers, consumers are very easy to obtain a product in the market and available when consumers need it.

5. People (Partisipant)

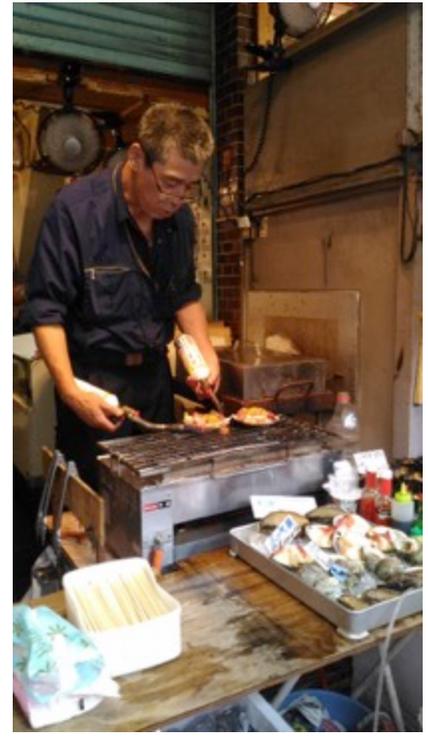
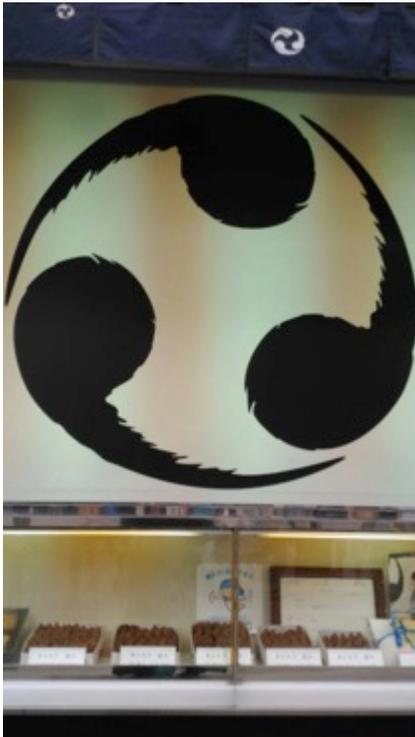
The participation rate of sellers and buyers is very high because it is directly traditional market in generally.

6. Process (Process)

Peroses processing there are already so there are processed after ordered so we have options in this market

7. Physical Evidence (Physical Environment)

The physical environment of this market is so clean and tidy that it makes customers comfortable



CULTURAL ANALYSIS

Japan is a country that upholds its noble cultural values. Everyday people still practice their noble culture. This is not separated from the history of the Japanese since ancient times the Japanese have been raised by the culture. Religion in Japan has a strong bond with culture and tradition. Tradition seems to be the driving spirit of life activities in Japan here are also still many temples and temples holy. Empire is still retained as a symbol of Japan is a country that leads the culture. This emperor did not run the government but the Japanese state was led by a minister. Japanese culture that feels serious and firmly felt when we are in Tokyo.

The Japanese are not too concerned with religion. The Japanese society has a very secular, liberal-oriented view and tends to be more individualistic. The Japanese at birth will be held a ceremony in Shinto, when married in a Christian or Catholic in church. And when they died they follow the teachings of Buddhism. Because of this religious mixture in Japan we can find Buddhist temples, Shinto shrines and churches easily here.

Shinto is the original religion of Japan. No one knows for sure when Shinto was first developed. Shinto religion believes in the mystical things related to sacred objects, holy places and sacred objects, similar to Taoism in China.

In fact, Shinto's beliefs are very secular (in the sense they are only worldly), and they believe there is no life after death. This belief is the basis of the Japanese to pursue worldliness and not afraid to die (because they do not believe in hell). On the other hand, in Buddhism there is a belief in life after death (hereafter) and there is paradise. So, almost 98%. Religious followers in Japan according to the Ministry of Education of Japan: Shinto about 107 million people, Buddhism about 89 million people, Christian and Catholic about 3 million people, and other religions about 10 million people (total of all religious followers: 290 million people). The total adherents of religion in Japan are almost twice the total population of Japan. Adherents of Shinto and Buddhism in various sects alone have reached 200 million

Year by year, emerging various religious ideologies like Shinto which then followed by Buddhism. Shinto and Buddhism continue to advance in the midst of Japanese society so we can often see many Jinja (Shinto shrines) and Otera (Buddhist Temple). Buddhism also evolved into various kinds and the greatest up until now was the Zen Buddhism. The next religion that goes to Japan is Christian and Catholic. As a result of Japanese Meiji restoration finally open themselves from the outside world. Isolating their country from the outside world or also known as Sakoku. Christianity and Catholicism are growing rapidly and are in great demand by Japanese society and are beginning to gain a place in the lives of most Japanese people. For example, in Japan there is a celebration of Christmas in Japan and the use of Christian ordinances at the time of marriage in the church.

One thing that highlights in Japan is hard to find a mosque, maybe because the Muslim population is a little. But the level of tolerance of Japanese society is very high it is proven when I pray in the open without disturbed.

There interesting one to me in front of the Sesaonji temple have a pot in which there is a burnt smoke but the smoke is trying to be caught by visitors they are believed the smoke can transfer they pray to give beauty and health. The Japanese also still believe in the prophecy.

For the Japanese the religion is a human right should not be disturbed, everyone is religious freely as long as it does not interfere with others. Because the secular Japanese do not want to be bound by one particular religious doctrine as a whole. So Japan run a variety of religious rituals mixed with no one ever disturbs. A time a Japanese person on a certain day will pray at the Shinto shrine, at other times also pray in the Buddhist temple. During the birth ceremony, the inauguration of other earthly buildings and rituals is generally done with Shinto rituals and for the death ceremony is done entirely with Buddhist rituals. While the special for the wedding ceremony seems much more unique again. There are two options that exist are married Japanese-style that is held in Shinto Temple or married in the western style that took place in the church. Whether the couple is Christian, Shinto or Buddha is not too important to them.

Here are some examples of Japanese culture is still festive. Matsuri is the term Shinto religion which means ritual offering for Us. In a secular sense, matsuri means a festival or celebration in Japan. In the Kyushu area, matsuri that take place in autumn is called kunchi. Koinobori is a koi-shaped flag flown in homes in Japan by parents who

have sons. Cooinobori hoisting is done to welcome the celebration of Tango no Sekku. Bōnenkai is a year-end party in Japan held to forget all the hardships and hard work that year. This party has absolutely no religious significance and does not have a standard ordinance of execution, but it has become one of the typical traditions of Japan. Hinamatsuri or Hina Matsuri is a celebration every March 3 in Japan held to pray for the growth of girls. Families with girls have a set of dolls called hinaningyo, The Yosakoi Festival (Yosakoi Matsuri) is a Yosakoi dance festival held annually in Kochi city, Kochi Prefecture from 9 August to 12 August. The festival lasts for 4 days, and culminates on the 10th and 11th August. The night before the main stage (August 9) is enlivened by fireworks, and August 12 is the day of national competition.

We must remember the cultural mixing with this religion is what makes Japan as it is now, this cultural and religious influence makes Japanese people move fast in doing all kinds of things. Interestingly there is a Japanese eating place that forbids us to speak. The prohibition of speaking is the goal for us to be quick in spending food so the queue is not much.

People in Japan usually run quickly they tend to focus on doing what is their business. While working they went with the clothes of the white top and black under like a freshman in Indonesia But after getting to the workplace then they change clothes with his office clothes.

Japanese people are also many who do not want to marry Because they do not want to be burdened with the commitment of marriage, they better choose a dog that judged no more troublesome when compared with having to marry and build a family. Japanese people love dogs. Lots of special characters dog. Dog dogs Japanese cute funny deliberately taken kesalon by the owner so that the dog looks funny. In Japan being hailed like a dog is a good compliment Because of the cute nature of dogs and the loyal nature of dogs.

For food Japanese people tend to like boiled or raw food, Japanese food is a healthy food Because it is fresh and new. But because it is the price of food in Japan is relatively expensive can reach more than 100 rb rupiah. I personally feel less suitable for Japanese food. Japanese people also do not eat chili. Although they have wasabi but spicy wasabi is different, that is spicy that runs the nose.

Japanese people live their individualists are less like groups like Indonesians. The number of entertainment and games performed by the machine. An adjoining neighbor of aparteman usually does not know each other. Many are also sold Sexual aids itself signifies the destruction of the Japanese social order.

These things may be some of the reasons why Japanese people are easy to commit suicide. Can we imagine high working hours are less social, do not have a partner. Not to mention the added pressure jobs that demand for overtime.

Public transportation is very good, so people generally prefer to use public transportation to go everywhere. Its public transportation service is also very good and fast when there is a problem. Less than 5 minutes the officer went straight.

Japan is also a friendly country with tourists. In addition to exotic places tourists are also pampered with a modern city combined with a thick cultural element.

Maybe we Indonesia can imitate some good things like tourist attractions in Namakasa Dori made in Prambanan temple or Brobudur temple. So there is a market place of sale berbagai typical regional items of Indonesia which is the craft of the surrounding community. If this is implemented it is a great potential to attract tourists from within or outside the country. A neat and clean market full of cultural values coupled with less expensive merchandise will surely make our tourist attractions not inferior to Japanese tourist attractions. Because the number of cultural places and our history is also a lot of coupled with the number of artisans or workers we also decorate many items.

In addition, the role of the government to participate in promoting tourist attractions and provide and crush the venues is very vital. All forms of ugliness and goodness of Indonesia's tourism are all in the hands of the government related policies on how to manage the resort. We also have beautiful beaches and many in Indonesia. It is not owned by Japan especially Tokyo.

Government policy should pro advance this entrepreneurial tourist market. This will certainly increase the income of the community that ultimately make the community towards a better life. With the tourists who come to a region to make the region's economy move this is a good thing for the economic sustainability of society and state.

Japan with all its deficiencies able to rise from the defeat of the second world war. Actually Japanese age and the age of Indonesia are almost equal. But progress in Japan can be much more rapidly than in Indonesia, this must be a question mark for us surely have something wrong in our society

Culture of Japanese culture makes it a fast recovery this is what we should also do to be able to catch all the craziness that occurred in our country. Culture is fast, serious, nimble is something we have to adapt from japan. The totality and the embarrassment of the culture and the noble value of itself has made Japan the way it is today. Let's take this positive Japanese spirit.

Clearly mentally like this starting from home, then taken to formal education then transmitted to the community. For that we as the people of Indonesia should be more high-end cultural values. Starting from ourselves, then family, then is transmitted to society



COMPANY VISIT

Rubbish is a complicated problem in the World not only in Indonesia, but it is a serious problem if it is not handled properly. Imagine if the rubbish is not properly managed will lead to disasters such as floods, polluted, traffic jam, aesthetics and waste also causes various diseases such as diarrhea, fungi, worms, malaria and toxins from garbage

A year of rubbish in Indonesia can be 200x larger than Borobudur temple for that all the people must participate in the management of Japanese steps that build waste processing at very expensive cost is proof that Japan is very concerned about this problem. Imagine if the Japanese society has been dated to a special lecture to challenge how to handle they trash. So Japanese people understand the importance about this problem

Waste in Indonesia from time to time continues to increase, if not managed properly and properly, can cause various impacts on the quality of life environment, especially the quality of water, air pollution, soil, and aesthetics. How to respond and manage the waste should be started from the habit of littering into a clever waste management of households smart and smart. Waste management is a systematic, holistic, and continuous activity involving all elements of government and communities of waste reduction and management aimed at improving public health and environmental quality and making waste a renewable resource.

To increase awareness and the level of public interest for Indonesia is still a very heavy home work for Jokowi government. To follow the country of Japan in terms of taking care of garbage is still constrained to be implemented, because the culture of society in Japan is very disciplined and obedient government regulations are different from Indonesia is still very much different to imitate Japan in terms of handling waste. However, our Patu government appreciation with all its efforts working through the cleanliness agency still continues to work and to apply Indonesia clean environment of society to waste management.

Cultivating people's awareness of garbage disposal in its place is very helpful in solving this problem. The awareness of the community will greatly help clean the region and the environment. Government efforts in overcoming the waste problem if not accompanied by the attitude of the community will not succeed terciptanya clean environment. Many people do not know the importance of protecting the environment, people like to throw away litter, throw garbage into the river, road shoulders and other places. They are unaware of the dangers that crave because the garbage is thrown away at random. Throwing litter randomly leads to inviting bad things

Ways to Increase public awareness to care about the environment must start from the smallest first, that is by starting on yourself to not littering, then after that we invite people around to follow the habit. If this is done and continuously sustainable will bring a great change for the life of the Indonesian Society. In addition, we also help the lives of other living things. Another alternative that we can do is, manage their own household waste into an environmentally friendly goods or process them into fertilizer or can also process it into renewable energy. That, great benefits to the environment and survival.

My little coverage from Shin-Koto Incineration Plant is how serious Japanese government challenges garbage, a little picture in Japan garbage is divided into 5 parts of plastic, household waste, glass waste, chemical waste, and garbage can explode. But generally applied in the box of public waste only 3, namely garbage, plastic, and general.

In Tokyo, in addition to waste sorting, recycling, there is also a disposal schedule. For example, Monday for burnable trash or municipal waste. Tuesday for plastic objects, Wednesday for glass bottles, and so on.

In this company is a waste processing container located in 21 area cities in Tokyo and there are 18 like this. It's reasonable to make Tokyo a clean city. Garbage burning lasts for 24 hours non-stop. Workers closely monitor the waste process. Interestingly, not many officers are involved in this large factory. The result of bakara garbage is dust that can be used as asphalt road or island reclamation in Japan. In addition, the heat and steam generated from combustion is collected and then processed into electrical energy. Then the result of electrical energy is sold to company companies that need. The room burning very arrow so we can not see directly.

To build awareness and awareness of waste management, the government should conduct massive and routine campaigns of environmental awareness in various layers of society to housing to monitor garbage disposal, and discuss with residents and surrounding communities on how to handle proper waste, and right. This activity is not enough once done to continue to be done continuously on a regular basis in order to create awareness and community awareness of the environment. Important also the role of education conducted by school

Perhaps the government could start make plantation to manage public waste. Given the enormous benefits gained from the government's development should immediately admire and perform the plenary decisions.

Another Japanese in Japan dividing the garbage up to 5 in Indonesia all kinds of garbage put together in one exhaust, maybe the first step that can be done by the government and society to be able to separate the garbage based on its classification in order to be easily managed. So it becomes clear the function and use of waste that after recycling. For this waste management we Indonesia should indeed follow the example and studied to Japan, When the program succeeds surely electrical energy can also help from the waste processing so that this energy can be channeled to the people who have never felt electricity. To build a plantation would require a lot of funds, this is where the shrewdness of the government in managing its members. If one garbage problem finishes automatically another problem is resolved as well.

First we were greeted by the plantation they welcomed us from the front entrance, then we were directed into a room like a conference room or courtroom. Here the officer from the plantation who accompanied us can not speak English, so a brief explanation about the tour company translated by our tour guide. Then in this room we were treated to a brief explanation of junk processing in Japan through an English video. From the video we got a picture of how serious the Japanese government in handling this garbage problem. Then we went on the next floor. On the next floor we explained how the company trashes waste or how the factory operates. The explanation is quite unique using animations and robots along with lights and images. Then after that we brought again up again. This time we were shown directly from the window on the ways of waste management. For the first step the garbage truck dating alternately brings the garbage. The trash loaded by the truck is dropped to a temporary shelter before it is burned. After that the trash is then transported using large claws that can be acutely with a capacity of 2 tons more. The claw drops the waste into the burning tempura. Burning lasts for 24 hours. The results of this combustion in the form of asphalt dust, and electricity. Asphalt dust is used to make roads or do reclamation while electricity is used partly then sold.

Seeing employees who work with very disciplined careful attention to every operation activity, there is also a combustion chamber and the process of making electric turbine energy. In this company we were treated very kindly. This is one of the most rewarding experiences I get.

Waste in Japan is rather complicated. Implementation Reduce, Reuse, Recycle in Japan is not just a slogan, but it has been run. In principle the Japanese government divides the type of waste into four, waste that can be burned for example: paper, tissue, plastic, food scraps, and kitchen waste. Metal wastes (pots, spoon pans, forks, etc.), Glass shards, plastics, glass, cans, and bottles. Large garbage for example: household appliances, household appliances, bicycles. Waste recycling for example: bottle, newspaper, etc

Japanese garbage must be packed in a neat condition. Garbage wrapped using various color plastics to distinguish the type. Color also shows the area of the trash. Besides that the garbage is also labeled. If not in accordance with the provisions of waste will not be transported for disposal by officers. Newspaper trash, paper book tied neatly.

There are different schedules for garbage disposal in Japan according to the different types of days. This way successfully reduces the buildup of garbage. The waste schedule is updated every year. This schedule is different in each region so there is no collision schedule. If it does not fit the schedule of garbage will not be transported officers

Municipal waste produced in Indonesia can decompose by itself. The average type of waste is above 65% of the total waste. The origin of this garbage comes from food waste from household waste, this garbage very quickly decomposes, or eaten by microorganisms that exist in nature, and can be used as a source of compost, methane and energy.

Municipal waste is solid waste comprising decomposed and biodegradable materials that are harmful if they are not to be managed in order not to harm the environment and protect economic investment.

The place becomes dirty and dirty, causing diseases that are harmful to human health, is a nest of animals carrying diseases such as rodents, mosquito flies and other wild animals. Thus, waste is a potential source of disease spread for humans.

Throw garbage carelessly make air polluted and harmful to health. Contaminated water can also contaminate community water sources such as lakes, wells, rivers and ground water. Waste that accumulate can cause clogged drainage so it can cause danger of flooding. A large amount of garbage collection requires a large, closed and remote settlement.

Based on the description, waste management is not enough only done with 3P management (Collection, Transportation and Landfill at TPA). The garbage collected from the source is then transported to the TPS and lastly disposed of in the landfill, but waste reduction by treating the waste becomes useful for useful products to consider.

There are many methods that can be used for waste management. But this garbage problem is never endless. The government is still trying to create a proper and good waste management system that can be inherited by the next government when a government change takes place.

The first method of waste management is by waste prevention or minimization, this method is known as "waste reduction". Which includes the Preventive method is to reuse used goods, repair damaged goods, purchase refilled or reusable products, appeal to consumers to avoid using disposable items, and design Products that use less material for the same function.

The most popular method of managing waste is by dragging it, burying it into pits, unused ground, mine, cave hole. The waste disposal should be well planned and correct for the paper to be recycled, the plastic used must be biodegradable plastic. For electronic waste must be separated first where the plastic, where copper, where the coil and others.

Organik waste, such as household waste or cooking waste can be described biologically can be used as compost or can also use the gas methane gas as a stove, or make it as electricity.

The vaporized methane content can be utilized directly for the daily needs of the community. As for cooking, lighting up garden lights, heating water or used as agricultural farming fertilizers

Knowing how to manage waste properly and right to hear directly to the quality of life of the community. For that we as an individual must be aware and care about the problem of this waste problem. If we are indifferent will be a time boom that will be able to explode anytime.

