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Marketing Analysis

Traditional Japanese Market (Tsukiji Fish Market)

Japan is a country that upholds ethics / manners. In addition to ethics and everyday manners, in business life also has a very strict rules and ethics. In terms of business competition, Japan is very mendedapatkan technology and culture in the business cycle. During marketing analysis in business activity, things that the seller always cares about include layout, product suitability and sales strategy. In this report, the authors will describe some of the results of analysis that has become one of the Japanese trips academic destination of Tsukiji Fish Market.

Tsukiji Fish Market is a wholesale market of fish, food and is one of the largest markets in the world. This market is located around Tsukijishijō Station in Tokyo Metro Hibiya Line. The operational hours used by the Market are open most early (except Sundays, holidays, and some Wednesdays) at 3.00am with products using ship, truck and aircraft facilities from around the world, for the most populous schedule in this Market between 5:30 - 8:00 am local time. Many stores begin to close around 11:00 am, and the market closes for cleaning around 13:00. Can enjoy the market every day between 5-6 am

Tsukiji Fish Market has two areas of transaction execution that is the outer region and the region in the market. In-market area is used as a fish-breeding place that can only be found by certain interested people and has a license to sell for the outside, this market sells various products ranging from wet fish, dried, semi-finished food to ready-made food and other products Such as household furniture, accessories and specialty stores for souvenirs. In terms of market management.

Seeing from the service side, Tsukiji Fish Market (TFM) is still performing traditional services that use Human Resources as service fulfillment in business, just like in Indonesia which still use human as main factor in service. If viewed from the element of marketing mix, here are some important things that I will describe related fish market Tsukiji, Japan:

Marketing Mix	Explanation
Product	<ul style="list-style-type: none">- The design is very attention and becomes a must in sales they have a unique design so that the appeal of products in the eyes of consumers- Technology used in japan market, providing convenience and has become a necessity to use technology in every line of business to meet the speed in consumer demand- Value is a benefit that can be obtained by looking at the magnitude of adri function of a product- Branding in Japan is highly regarded even the smallest thing in Japanese products, especially in SME products is very concerned, for them it becomes a tool to boost the introduction of their products to the public / consumers.- Traditional traders in Japan pay close attention to how important Packaging products are so that people are attracting and not damaging the environment as a result of the products they market
Price	<ul style="list-style-type: none">- The author looks at the pricing strategy used in selling activities that is by always include a price list on the product. The price offered in fixed form is non-negotiable and the fix price is already within reachable and known by the public. As a tourist, the author finds its own uniqueness that the price is always listed in the product is sold always clearly not lie to consumers and updates every day.

	<ul style="list-style-type: none"> - Cost-plus in the TFM is, the authors do not see discounts or discounts offered by the sword. But the sword always gives value in each item for example when the author visited the souvenir shop, the goods we buy it will be explained and confirmed that the price is correct and always accompanied by information usefulness of the goods.
Place	<ul style="list-style-type: none"> - TFM has a special place for retail sales or large scale that is in the TFM that sells fish auction with a lot of quantity. - Direct sales conducted in TFM is conducted in the area of the market and outside markets where its position is very strategic between Ginza shopping center and Sumida river
Promotion	<ul style="list-style-type: none"> - Selling in this TFM some have been using advertising in promotion either in the form of small or big. The small form of the author ever get a brochure that can indeed help the tourists facilitate the search of goods sought in one store. - Endorsements are also in some stores that run as a catch-up like using endorsement from beberpa famous artist even in display at TFM - Free gift in sales that takes place in TFM does not exist. And sellers always deliver goods according to what is held by consumers. But in this case, every seller at TFM always give the product tester for free and it almost in every food vendors do this seerti promotion so that tourists can sample samples of products offered for free. - Competitions here are very healthy because the authors see each other selling goods at almost the same price and keeping each other in a selling position so as not to interfere with other products even though the goods sold the same.
People	<ul style="list-style-type: none"> - Employees, sales still use human power and still use traditional activities by interacting directly with customers. As HR in this case a marketer should avoid unilateral planning and decision-making and ensure that current marketing ideas and concepts can play the right role in everything they do, including creating mutually beneficial long-term relationships and generating insight and breakthrough services, Service, and imaginative marketing services - Division of work in this case Management during the transaction, usually in one shop there are always two people who will keep and each other have their respective jobdes. - Culture sales in TFM is very neat, clean and very keeping its products with each other with fellow sellers
Process	<ul style="list-style-type: none"> - Activities that occur in this TFM conducted from 03.00 local time to 12:00 local time. The services provided to the consumers of each store vary. Because the authors only visited the area outside TFM, then the shops visited have similarities in the service of serving directly consumers. The seller makes direct selling to the condom and always gives a smile after the transaction. For service in terms of fast food, the seller is very clean and slick in giving the product and very hygienic in its presentation. Cleanliness always takes precedence in any product in TFM. To manage the waste is very rapid an authors do not see any trash along the street seller.
Physical Environment	<ul style="list-style-type: none"> - Sellers in TFM have a smart nature in providing services and marketing, they always provide intelligent information on products sold to consumers ranging from the price of composition, form and way of processing. - TFM has certain market schedules such as their weekday more selling time range 03.00-12.00 local time. And the auction schedule in the inner area of the seawater auction. - Facilities used in daily activities sell very slick and always use materials that have the nature of 3R is Reuse Reduce Recycle.

From the above information, the marketing mix activity in TFM is very organized and has value in every activity, right waktu calculation, reasonable price, people have an orderly culture, clean and tidy. This can be an example in the implementation of traditional market governance in Indonesia.

Cultural Analysis (3)

Asakusa Temple

Japanese society has a very obedient nature of the rules. The nature is reflected in every daily activity that is lived both from social life, economy and cultural values. Japan has strict rules, especially in carrying out all its activities in terms of religion and social activities generally. The author describes the activities that have been encountered in some places during the Academic Trip Japan one of them visited Asakusa Temple.

Asakusa Temple is one of the oldest historic temples in Tokyo. From the information obtained by the author through the story of some tour guide, this place is the first temple built on the discovery of a statue of Kannon which means is obedient goddess who memlihki Good Heart by Japanese fishermen. Seeing everyday activities there every day is very crowded visitors because in addition to the temple there is also a shop neatly arranged and clean.

If seen from the activities conducted in Asakusa Temple, there is a society with a devout and obedient culture both in the tradition of social and religious. The Japanese see religion as a cultural bond and a tradition, so in daily life not a few Japanese people have two or more religions and this is a natural thing. Religion adopted by Japan is Shinto religion (folk belief / belief) also there is Budham Samawi religion.

From the existing religion in Japan, the Japanese people regard it as a culture only and a tradition which is only done as a tribute to the ancestors. In everyday life, the culture of the people in religious matters is not so shown because in life is very free as well as drinking liquor, sexually free sex association and also the things that are so worldly that religion is only used as a culture only with the provisions of the origin does not disturb the environment .

In the life of the Japanese people can accept so many gods and also have various functions. Most Japanese people are seen to be able to accept new gods without any conflicting feelings as the author sees at the time in Asakusa Temple that many people easily believe in the myths that exist in the temple without being confused and have conflicting feelings.

Traditionally Shinto, Japanese people concentrate on group welfare, but in Japanese Buddhist concentration on the welfare of the clan. The author had time to pay attention, the Japanese people are very confident with the changing environment where in the culture all the natural phenomena that occur in it that has a life or do not have a good life that existed in and created man from the realm of Japan then it would be regarded as a guidance and they believe that all that Have the potential to help their lives and wellbeing.

Viewed from these habits, the authors give an opinion that the belief of epang people is a system that only people there alone who understand the original Japanese people and will believe anything that is in the environment japan.

In addition, if you look at the religious, japan is also one who has not a bit masherakatnya the Atheistic but a society that has the nature of areligius or very matrealistik. Just look at kehidupan daily, Japanese society very appreciate the time and it is applied into all life from the smallest to the largest.

The life of a Japanese who is very appreciative of the environment, guarding and respecting his nature is a very deep religious form in the hearts of Japanese society. In the life of the Japanese, religion is interpreted as a tradition that is preserved and preserved for generations.

When the writer visited the Senso-Ji temple, the first sight was a huge gate with a bright red and black color. When viewed from the color, not many colors are applied in each building but red, yellow and black. According to Japanese society the color is a color that has the meaning of courage and full of obedience. In addition there is also a very large lantern where every year there is always a ritual (Joya-no-Kane) that people do by ringing the bell for a long time every year and not everyone can ring the bell with a long time.

Along the way to the main temple in Asakusa temple, there are sellers of various goods such as accessories, food and fashion. This authors see as an attraction and also as one of the process of increasing income for small and medium enterprises (SMEs) that exist around the temple. And the seller is very clean neat and hygienic.

Continue the trip goto dala after passing sellers and the authors find some places for good rituals for foreign tourists or local tourists. There is a burning stove that supposedly said that smoke coming out of burning will make beautiful for women and handsome for men. In the vicinity of the temple there are also some places to do the forecasting and then there will be a result of the forecast in the form of paper whose contents if bad should be discarded and if good then pray for good.

There are many temples in Asakusa, where the temples do not show which temple is the main temple to worship, worship and pray specifically for the community. There is one temple that is believed by masyraat that the temple can grant various good prayers such as harmony , Love, prosperity. The temple is marked by the presence of a very large horseradish symbol.

The tour guide also said that there will be a lucky card at every festival held every new year. First, they picked one of the cards, then read it, when they got the lucky ones, took the card to their house, but when they got the unlucky ones, they hung the cards in the trees. They say that if they hang a card in the tree, their misfortune will be lost.

There are several festivals conducted throughout the year performed by the Japanese community in this temple, among others as follows:

➤ Asakusa Kingyo or goldfish catching booth

is the most popular ne o ls stal at the Japanese summer festival. If we can't join this festival season in Asakusa though, we can take part in Kingyo sukui throughout the year in many specialty stores. And if we are not really interested in catching their own goldfish, there are lots of items with the theme of the cute goldfish being sold here.

➤ April-Nakizumo

Throughout the year there are many different festivals held in Asakusa. In April, Nakizumo was an unusual event in which infants around the age of 1 were handed over to different sumo wrestlers, and the baby who could cry the hardest of all was the winner.

➤ May: Sanja Matsuri

Asakusa's representative festival, Sanja Matsuri sees 100 omikoshi (portable shrines) and their officers gather at the base of Asakusa Temple to shout, dance and parade on the streets of Asakusa, which goes off with the voices of nature lovers.

➤ July: Shitamachi Tanabata Matsuri / Hozukishi

The July Tanabata Shitamachi Festival saw brightly colored pieces of paper with the wishes written on them hanging from bamboo stalks along the road at Asakusa, as well as Hozuki-ichi (Cherry Soil Market) in Sensoji, where the amulet in this form was sold.

➤ August: Asakusa Samba Carnival

The streets of Asakusa are colored with samba during Samba's annual Carnival which takes place in the last weeks of August.

➤ November: Tori no Ichi

Tori no Ichi is a three-part festival which takes place during November. During this time, those who pray for prosperous business and disaster prevention can purchase the kumade (decorative bamboo rake), talisman from the Otori Shrine. Ootori temple holds Tori no Ichi festival every November. To pray to these shrine gods for better luck in the coming year and for a thriving business, the crowds gather here to buy talismans and luck spells.

➤ December: Hagoitaichi

If we happen to visit Asakusa at the end of the year, we will find an innumerable number of hagoites or battledore (an early badminton racket) on display and sale. This toy is historically believed to be a lucky amulet against evil spirits in Japan.

In addition, Tour Guide also tells about a Geisha. Geisha is a traditional Japanese female entertainer who acts as the host. Their skills include performing various arts such as classical music, dance, games, and conversations, traditionally to entertain male customers, but also female customers today. The distinctive white face, the red lips and the elaborately decorated hairstyle of the Geisha is the eternal image depicted all over the world as an entrance to a world that most of us just ordinary humans are not invited to. From a rather seedy start, the geisha world today remains a mystery to most foreigners and Japanese.

From a series of stories above can be concluded by the authors that see the Japanese culture in Asakusa and get some information related to this place. First, Japan belongs to developed countries with rapid technological developments, but they do not forget their culture. They are proud to wear their kimono and always attend the festival in Asakusa. I see Asakusa has many visitors when I visit this temple. Visitors come from overseas or domestic. The author visited this temple during the summer, many Japanese especially women wearing kimono or yukata go to asakusa. They take a photo in front of a big bell at the gate, and then they will go to the Shinto shrine to pray. According to Indonesian writers should promote their culture like Japanese people, so our culture will be known by international tourists. In Indonesia, the author does not see many Indonesian people wearing kebaya except in the wedding ceremony. Indonesia has 5 religions, there are Islam, Protestant, Catholic, Buddhist, and Hindu. They will pray in every place of worship.

Secondly, the author thinks the Japanese believe in horoscopes. Because every new year, they always choose one of those lucky or unlucky cards, hoping they get 5 yen from the counter when they change their money, burn wood, and use the ashes, believe the toy is to imitate the devil. . In Indonesia, the author thinks only some provinces believe in horoscopes such as Bali, West Nusa Tenggara, East Nusa Tenggara, and some provinces in Sumatra.

Thirdly, the author sees Asakusa temple has many festivals almost every month, so Japanese and foreign tourists like us have an interest to go to Asakusa. But, in Indonesia not many festivals are held and this is an opportunity where actually Indonesian culture can be attractive to be visited by tourists. The author thinks the government should make many festivals in some historic places, so people and tourism from abroad have an interest to go to historic areas and ancestral relics. In addition to our famous temples like Borobudur, we can promote our culture to everyone in world like Bali. The festival that writers recommend to the government in western Java is kebaya festival.

Fourth, the author sees the traditional market when the author entered the temple of Asakusa. They sell a lot of typical Japanese souvenirs and food. They also rent and sell their kimonos to tourists too, the price is affordable I guess. In Indonesia, the author sees the traditional market also in Borobudur, when it is finished to see the temple, the author walks to the exit gate. As the author walks toward the exit gates the author sees many traditional markets as well that sells many typical Borobudur items.

Fifth, if the authors see the Japanese they always walk 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

trains and subways. The reason they always go with public transportation is they can pay expensive taxes if they buy a car and they have to rent a parking space for their car as well and the price is relatively expensive for the author. In Indonesia, we always go somewhere by car or motorcycle because according to the author the price is cheaper and more effective than we use public transportation. In addition, that is not less important and should be emulated that the Japanese are really disciplined and think that time is money. So they always work in earnest and spend their spare time working overtime.

Company Visit

Shin-koto Incineration Plant

Indonesia with a population of 257.9 million in 2016 and is expected each year will have an increase of about 20 million people, according to the authors this could be one factor that looks positive and negative. Because if viewed from the positive side Indonesia has a demographic bonus that can be developed its potential and if viewed from the negative side, Indonesia has additional human resources that must be managed, especially one of the waste management generated from every soul of society. This is one reason the waste generated increases every year.

Japan is a country with a population of 127 million people by 2016, and this number is clearly smaller than the population of Indonesia. Another case with Indonesia, Japan precisely every year has decreased the population. So it is almost said to be a country that needs population growth. The first thing a writer gets when visiting Japan, that little garbage is available in this region. The streets are very clean and there is not a bit of trash except the leaves are scattered in some parks.

The thing that most writers admire when stepping foot in this cherry country is the public awareness of public hospitality, discipline time, cleanliness, and obedience in every rule. It is very good to be an example and needs to be applied in the daily life of Indonesian people. Awareness of attitudes like this should be built from the small things like throwing garbage, on time and always obey the rules that have been made.

The habit of conscious people in garbage is very visible from their habit of bringing garbage into personal bags if they do not have a trash can and see the trash. The garbage loaded into the personal bag will be discarded when it finds the trash, the garbage disposal also has its rules as before they get the garbage they have to sort out what garbage they throw away and they will input the garbage into the trash according to the type of garbage they throw away. In Japan the management of waste bins is also set so that when it will be processed waste disposal is not sorted again. The distribution of waste bins into three parts, namely the first organic waste, non-organic waste and household furniture waste such as iron, steel, wood and others.

The separated waste will be processed by a garbage-disposal company, Shin-koto Incineration Plant, which operates under the command of the Japanese government. In Japan, waste management is divided into three parts of waste management located in Tokyo, Kotoku and Minako. 3 parts of the city manage 23 municipalities in Tokyo. Specifically for this Shin-Koto company, it manages the rubbish section using combustion. Employees or garbage managers who come to the house will take the garbage in accordance with the existing schedule that is Wednesday and Friday. The community must obey in this separation of garbage because otherwise it will be returned to the original trash by the mobile garbage management. Examples of the separation of garbage ie burning garbage or garbage that can't be burned, bottles and bottle caps should be removed separately.

During a visit to the Shin-Koto incineration company, the authors looked at some of the results from reducing the managed waste, some being dusted solids up to the material for partitioning the highway. Our visit is filled with a presentation of how the company manages garbage from picking up to community homes to reuse of the results from its waste treatment. There is much processing to start from the type of processing through burning, milling and smelting to recycled materials and re-

used by the community. The government spent funds on plant operations amounting to one billion yen per one incineration plant. The technology used in Shin-koto Incineration Plant uses advanced technology.

Waste is a waste composed of organic substances and inorganic substances that are considered no longer useful and must be managed so as not to endanger the environment and protect its development. In general, the paradigm of society to waste generated from the nature of activities in the country or industry, is an undesirable thing has no economic value in it. Garbage can be divided into several types of content in which it can be processed, in recyclables can be reused. Such as organic and inorganic waste in the form of household products into a type of waste that can be re-managed into a land that has economic value. The waste that can not be re-managed such as chemicals and hazardous materials are discarded and buried in a special place.

Activities undertaken by Shin-Koto Incineration Plant company is done for 24 hours and no holidays to perform its duties. Activities are carried out starting at 6:00 am local time for the traveling employees who take the garbage in the household. This activity is done by using a special car in blue. These mobile workers will take household garbage prepared by each household on the available schedule and time. If the garbage is not suitable then the mobile worker will not take the garbage and will return it to its original place.

Furthermore, after the garbage collected in the car do disposal gets the garbage disposal. This part of the exile is a large puddle that has 23 doors. This disposal will eventually become the main shelter of waste that comes from the community. Once collected in the waste bunker proceed to the waste crane control room whose contents move the garbage that has been collected earlier to be processed into the waste crane.

The next stage of waste management in the waste crane section is waste hopper that conducts smelting through a large machine to be destroyed and then burned. The result of this combustion is very effective because it will be used as energy. This combustion process is done 24 hours with a combustion temperature 2500o celcius. Furthermore, the economizer stage where this activity is the activity of saving or reduction of heat to produce an energy with a maximum temperature of 250o and the lowest with a temperature of 170o Celsius. Furthermore, the collection of gas from the combustion goto filter bag which will be processed by induced fun to produce gas. Blowing slaked lime and the reagent wich reacts with dioxins into the bag filter removes dioxins, mercury, hydrogen chloride, sulfur oxide, soot and dust of flue gas from the cooling tower.

Removes acidic gases is the next step in waste processing. This activity is to do such as sulfur oxides and hydrogen liquid chloride as well as mercury in flue gas by rising with caustic soda liquid chelated water. Furthermore, changes of NOx contained in flue gas, into non-harmful nitrogen and water with a help of catalysis by blowing ammonia gas, and the catalysis decompose dioxins. Then further activities of sewage drained from the plant undergoes extensive treatment, and part of it is re-used in the plant, with the rest released into the municipal sewage system.

In Indonesia, the waste management process is unlike in Japan. Indonesia does not have specific waste partitions and rules related to household and company waste disposal. Daily processing of waste occurs in Indonesia that is just throwing waste without choosing and directly throw the garbage into the trash. Furthermore every day the garbage will be produced by the household and then the garbage processing part of the sanitation service that will take the waste and thrown into the final disposal just like that. This if left unchecked would be a new problem for Indonesia. Especially Indonesia is one of the countries that have geographical vulnerable to natural disasters. This needs to be an important concern for the community and government in Indonesia. This becomes a State occupation which jointly must be managed to be a joint responsibility in maintaining cleanliness and not creating a new disaster from the rubbish that its own community carries.

The government must have a program in waste management that should be implemented immediately in the life of the community. The program in question can be by giving counseling to the

community how to separate the garbage, and make regulations about the separate garbage. In Indonesia alone, the author has seen a landfill, but it appears that the government has not yet provided a special area of incineration plant like the one in Japan. This is also a new challenge for this country because the economy is quite heavy and Indonesia is currently running various developments that are being planned by President Joko Widodo.

According to Law no. 18 of 2008 on Waste Management, need maximum waste management. Waste management efforts can be done with Reuse, Reduce, and Recycle (3R) is an activity to reduce the increase of waste especially the family waste. Here is an explanation of 3R:

A. Reuse

Is a direct use of waste activities, both for the function of daily activities of goods bekasyang already exist and can still be enabled with other functions such as the following:

- Reusing plastic-based packaging such as plastic bags, plastic bottles for the same function or other functions. Use repeated packaging until it can not be used again. This plastic properties is also a category of waste that is difficult to recycle.
- Use the batteries that are available for cash again and used again. Not continuously buying new ones.
- Sell or provide garbage to people in need such as scavengers who need various bottles or materials made from plastic that have been used.
- Use repeated office appliances, using paper that has been used
- Using waste for handicraft making such as making small bags or paper rugs
- Use a smartphone or computer to write good information for notes with as much as possible to reduce paper.
- Using organic waste for composting and using primary packaging to refill our needs

B. Reduce

Is an activity in reducing everything that causes waste. Here are the things that can be done to reduce waste increment activity such as:

- choose products that have recycled packaging, Avoid to use and buy products that can generate a lot of waste
- Buy one refill, Reduce use of disposable materials,
- Provide information from computers and the internet not from paper
- For hospitals, use incineration to burn medical waste

C. Recycle

This activity is an activity that reuses waste after the use process as an alternative.

- Processing norganic waste, processing organic waste into compost
- Process paper into pulp and reprinted into paper again
- Selling recycled products to the public

In Indonesia there is a system in the processing of waste or waste that is regulated by (Ministry of Public Works, SNI 19-2454-2002), waste management system is a waste management process that includes five (5) mutually supportive aspects which interact with each other for achieving goals. The aspects that are intended among others as follows:

A. Aspects of Operations Engineering

This aspect is the component closest to the waste object. The operational techniques of waste management should be integrated in the chain with continuous sequence, namely: shelter / lug, collection, removal, transport, disposal / treatment. Aspects of Operational Engineering is one of the efforts to control the growth of waste, but its implementation should still be adjusted with

consideration of health, economics, engineering, conservation, aesthetic and environmental considerations (Tchobanoglous, 1997).

1. Initial Disposal Site

The initial process for handling waste directly related to the source of waste is the Initial shelter. TPA is a way of landfill before it is collected, transported, transported and disposed of to landfills. The goal is to avoid the waste is not scattered so as not to disturb the environment. The factors that most influence the effectiveness of service levels are equipment capacity, containment patterns, material types and properties and location placement

2. Garbage collection

Garbage collection is the process of collecting waste from shelters to temporary dumps. The pattern of garbage collection is basically separated two (2) there are patterns of individual and communal patterns. For example Individual patterns that process garbage collection starting from waste source then transported to Dumpster / TPS before disposal to TPA and communal pattern is garbage collection conducted by waste producer to communal waste container that has been provided / to garbage truck that handles collection place and Then transported to a landfill without removal process.

3. Waste removal

The garbage disposal process is disposing of garbage collection by means of transportation that must be brought to a landfill. The place used for garbage disposal is the appointment of a garbage depot equipped with a container carrier and or ram and or office, workshop (SNI 19-2454-2002). Removal of waste that has been sorted from the source is not cultivated until the garbage is re-mixed (Widyatmoko and Sintorini Moerdjoko, 2002).

4. Garbage transportation

Transportation is a garbage collection activity that has been collected at a temporary shelter or from a waste source to a landfill. The success of waste management also depends on the applied transport system. Transportation of ideal waste with special container trucks with pressing equipment, so the garbage can be compacted by 2-4 fold (Widyatmoko and Sintorini Moerdjoko, 2002).

5. The final disposal landfill provided to dispose of waste from all waste hauling for further processing. The principle of final waste disposal is to eradicate household waste in landfills. So a garbage dump is a waste treatment facility.

B. Institutional aspect

Organization and management have a fundamental role in mobilizing, activating and directing waste management systems with the scope of institutional form, organizational patterns and management personnel. Institutions in the waste management system play a very important role, among others: organizational structure, functions, responsibilities and authority as well as vertical and horizontal coordination of management bodies (Widyatmoko and Sintorini Moerdjoko, 2002). The number of solid waste management personnel shall be in accordance with the scope of their duties. For the number of employees of the collection system at least 1 person per 1000 population is served while the transportation system, the disposal system and the tip is at least one staff per 1,000 population.

C. Financing Aspects

Financing aspect serves to finance the operation of waste management, which starts from the source of waste / sweeping, collection, transfer and transport, treatment and disposal. During this time, the waste management of the city requires a large subsidy, then the waste management system is expected to meet the needs of its own funds from retribution (DG of Urban and Rural Administration, Dep.Kimpraswil, 2003).

D. Aspects of regulation

The principle of regulating waste management aspect in the form of regional regulations which become the basis of waste management law covers (Hartayo 1998):

- regulations relating to the general provisions of hygiene management.
- Regulations on the management of formal hygiene.
- specific rules that determine the basic tariff structure and the management of hygiene regulations that involve the authority and responsibility of cleaners and community participation in maintaining cleanliness and user charges.

E. Aspects of community participation

Strongly support the role of community waste management programs in the region. Community participation in waste management is a process whereby communities as consumers as producers and as citizens of waste services affect the quality and continuity of the infrastructure available to them. Community participation is important because of the role of tools to obtain information on local conditions, needs and attitudes, more people believe in project / program development if they feel involved in the preparation and planning process (LP3B -Clear Bali Buleleng, 2003). Forms of community participation in waste handling or disposal include: knowledge of waste / sanitation, routine retribution fee payments, RT / RW / village packing costs, community service activities, garbage collection.

Sewage treatment system as mentioned above is better to be leveled into one of the areas that can be developed to make an incineration in order to use waste as goods worth returning. In Indonesia it is necessary to manufacture all materials that are recycled and do not damage the plant. Mutually integrated from upstream downstream in a production can reduce waste and can keep the environment from the smallest.

Things that can be recommended from this company visit in order to build waste management in Indonesia better that is:

- a. Community awareness needs to be held in managing waste
- b. There needs to be an activity program that requires disposal of garbage has a maximum limit in every household
- c. Manual waste separation is required as a form of public awareness
- d. Throw garbage to place that has been provided will streamline and streamline the construction of a waste processing area from which it is very easy to be recycled until that can't be recycled.
- e. Furthermore, the government needs to create an area in every capital city to create waste processing that produces a material to be used as public good.
- f. In Japan the garbage can be used as a material in road construction instead of asphalt. In Indonesia it should be done and it can repair small streets settled residents who are still damaged.

Attachment



With Prof Shiraisi, Rikkyo University



The Main Gate, Asakusa Temple



One of the temples in Asakusa



Outside Area, Tsukiji Fish Market



Appearance store accessories at TFM



Packaging product and display at TFM



Seafood Fresh Procut at TFM



MM REGULER 52 at, Asakusa Temple