

TUGAS LAPORAN KUNJUNGAN KE JEPANG



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Review the Nakamise Dori Region

Nakamise Dori is the best place in Tokyo to buy souvenirs. It's a 250 meter (800 foot) shopping street that leads to [Sensoji Temple](#), Tokyo's oldest and most visited temple. 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, then the population of the city of Edo 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 a pretty interesting sight to enjoy.

There are around 90 shops on the street that sell snacks and souvenirs to the throngs of domestic and international tourists who visit the area. Various products are sold here, including Japanese-style items popular among young tourists from abroad, such as hair accessories, Japanese clogs, wooden dolls and Chiyogami (colored paper), folk art products, postcards with views of Asakusa in The Edo Period (1603-1868), ningyoyaki and Kaminari-okoshi, are representative confectioneries of souvenirs from Tokyo, and Japanese classic food uses nori and kombu seaweeds. There has been a tourist market here since the 17th century.

According to information that I got from Mrs. Dessy (Tour Guide) there are so many of the shops that have been run by the same family for many generations, beside that government of Japan gave them a legal right to conduct commercial business in and around the Temple, in exchange for their duty. I think it is very good because it supports the business activities of traders (micro business) located in the Nakamise Dori, beside that with the support of the Japanese government that has given permission for the traders to sell around Nakamise Dori, it provides legal protection for traders to sell in the area of Nakamise Dori, in my opinion it must be imitated by the Indonesian Government, which the government gives the support for the micro business, and create a good conditions for the business situation.

Here there are some recommendations of food sellers that exist along Nakamise Dori area

Kibi Dango



Kibi Dango are Japanese dumplings made from millet and mochi rice flour. For this particular shop, it is coated with soy bean powder (kinako). During the different seasons, they sell either Sake or Cold Matcha which goes well with their dango.

Asakusa Menchi



Asakusa Menchi is actually Fried Minced Pork & Beef Croquette. I saw a long queue outside this shop and as I approached, there was good smell of food around. I knew I had to get this. They use Kanagawa Kouza Pork but when you bite, beware! The croquette is very juicy and it may burn you as it's very hot. Apparently, they sell thousands of this per day! Enough said.

Fried Mochi / Agemanju



We are all familiar with Mochi but Fried Mochi is really something different and interesting. The inside is basically mochi with fillings and it is coated with tempura batter and fried. Don't miss this, you have to try this one.

Rice Crackers



This rice cracker from Kineya is so delicious! You can see it being freshly fried and you can also take some to sample. It is crispy but the moment it enters your mouth, it starts to melt! I prefer the original version which comes with salt as the taste and textures are sublime!

Sweet Potato Ice cream



During summer, it makes sense to have ice cream because of the hot weather. In Japan, it's best to take flavours such as Matcha, Sweet Potato or Black Sesame. This ice cream might not have a very strong flavour to it but it makes a nice cool down snack anytime.

Here there are some picture of the souvenir





Marketing Analyst

Tsukiji Market is the largest and most comprehensive market of fish, vegetables and fruits located in Tsukiji, Chūō district of Tokyo. Tsukiji market is a paradise for the fish lovers, this market can accommodate approximately 2,000 tons of seafood per day. Tsukiji Market is always visited by many tourists when on holiday in Tokyo. Tsukiji Market is always crowded by tourists visiting when on vacation in Tokyo. The most interesting and famous thing in Tsukiji Market is the auction of Tuna (Tuna Auction) which became the center of attention for visitors. The auction activities take place in the early morning, the fish which has been caught by the fishery will arrive from 17:00 until 03:00 in the morning, then the fish auction will run for two hours to 05:00 in the morning, after that the fish will be distributed by trucks to around Tokyo area starting from 05:00 to 08:00 am. Based on the information, in one day visitors to the tuna fish auction is limited to 120 people, while for tourists who want to see fish auctions must register at Osakana Fukyu Center.

Tsukiji Market is divided into two parts: the inner market is where the fish auction and on the outside market there are selling fish, fresh vegetables and fruits, seafood, chips, sushi, donburi and others. So if you do not have time to watch the 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, and some vegetables and fruit vendors. Based on the results of my visit, in Tsukiji Market there are also a lot of many traders who sell food processed and the prices are cheap, so the visitors can enjoy seafood that is sold by food traders there. Because of there are a lot of many seafood and sushi sellers sometimes it causes the visitors to feel confused, here there are recommendations of a seafood seller who must be visited while on the Tsukiji Fish Market.

Kaisen-don Oedo Stall



This store sells more than 150 processed seafood it is the attraction of this shop. Seafood sold ranging from tuna, salmon, shellfish, crab, and much more. The Visitors can also choose approximately what combinations are suitable for them. The main menu in Kaisen-don Oedo Stall is Hakodate-don, which consists of salmon, salmon egg, uni (sea urchin / sea urchin), and tuna. There is also a menu Otaru-don which consists of squid, clams, salmon eggs, crabs, and shrimp.

Sushi Umaisushikan Stall



This sushi stall is always visited by many tourists. Sushi Umaisushikan Stall has a typical menu each season. For example, during autumn this tavern adds a mackerel fish sushi menu. So, you can enjoy the sensation of different sushi flavors each season.

Tsukiji Itadori Minami-ten Stall



In **Tsukiji Itadori Minami stall** the visitors can enjoy a different seafood donburi than usual, namely Hitsumabushi. Hitsumabushi is a typical Aichi prefectural cuisine of eel meat flavored, baked, chopped, and then sown over rice. What is different is, Hitsumabushi in this shop uses 12 types of seafood as a substitute eel. Hitsumabushi menu here consists of donburi, uni rice (sea urchin / sea urchin), and 3 types of ochazuke. In addition, the staff at this tavern can speak English so you can wonder about the cuisine in this tavern.

Kaisen-don Marukita Ichigou-ten stall



The special menu from **Kaisen-don Marukita Ichigou-ten stall** is Higawari donburimenu. Higawari donburi is a donburi menu that topping seafoodnya always change every day depending on the season. For example, kamatoro, noten, and nakaochi.

- Kamatoro: Fatty meat in the tuna tuna area. From 1 tuna can only be taken 2 kamatoro.
- Noten: The head's meat of tuna fish. Just like kamatoro, from 1 tuna can only take 2 notes.
- Nakaochi: Part of the tuna that is around the bone.

In every business activity, marketing strategy is an important thing, because the success of a business it is also depend on from the analysis of marketing strategy. Here's the result of marketing strategy analysis in the form of marketing mix

Product

The product sold in Tsukiji Market are various kinds of fish, squid, shrimp, octopus, whale, and so on. Beside that, there also a lot of seafood sellers vegetable, some snack and fruits sellers. The seafood sellers provide the unique food such as sea urchins roast, grilled eel, whale roast, so that it attract the attention of the visitor. The products of marine catches, vegetables and fruits that are sold in Tsukiji Market have excellent quality (fresh), for the sea products it is obtained directly from the fishermen so that's the main reason for the fish lover, chef of the restaurant and tourist to visit the Tsukiji Market.

Place

Tsukiji Market has a very clean place and it is differen with the fish market in Indonesia, although there are a lot fish seller, but it does not smell fishy, so it had become an attraction for tourist or local people to visit and shopping and the clean conditions make visitors feel comfortable shopping Other than that the location of Tsukiji Market is so strategic because it is located not far from the train station.

Promotion

A promotional activity needs to be done to attract the attention of the visitors. In Tsukiji Market there are many sellers of sea catch, vegetables and fruits even there are also many traders who sell seafood and processed food fish such as crackers and others. In marketing its trading goods, the seller has a unique way in order to attract the attention of visitors, it is rarely found in Indonesia. The unique way to attract the visitor is by decorating the store, showing how to cook the meals, using a unique outfit, providing a taster for the visitors who

want to try, there are also many fish display a large aquarium containing fish alive, it is done to show that the fish sold fresh.

Price

The price offered in Tsukiji Market is quite affordable, for fish auction, the price is in accordance with the agreement between the fishermen with the buyer, while for seafood and other snacks it can get from the price of 500 yen, so the visitor can enjoy the meals that while visiting the fish market.

Here there are some picture wich was taken in Tsukiji Market

The fish wich is sold by the sellers



The man who baked the sea urchin



Tuna Fish



The Salmon Fish



Cultural Analysis

Sensoji Temple Originating from Senso word meaning Asakusa and Ji which means temple. Sensoji temple is the most famous temple in Tokyo. According to legend, one day in the 7th century, two brother fishermen named Hinokuma Hanamari and Hinokuma Takenari discovered the statue of Kannon Goddess, the generous Goddess of Buddhism on their webs. In honor of the Goddess Kannon, the village chief finally decided to build an early temple called Asakusa Kannon Temple which we know with this Sensoji Temple. The first temple was supposedly built as a shelter for this statue. Since then the temple was rebuilt and enlarged several times until its temple becomes as big as it is today. The main gate of the Sensoji Temple complex is called the Kaminarimon Gate (gate of the lightning god) which is right in front of the entrance to the Sensoji Temple complex. At the Kaminarimon Gate (Gate of the God of Thunder) there is a large red lantern, the Japanese believe that this door separates between mortal life and religious life, besides the right and left of the gate are two statues of the protector god, Raijin (God of Lightning) and Fujin (God of the Wind).

After passing Kaminarimon Gate we will see a row of shops selling various types of Japanese snacks, and souvenir the area is familiar with Nakamise Dori, Along the Nakamise Dori area road, there are many traders that sell Japanese food and souvenirs. From Nakamise Dori then we

will see Hozomon Gate. Hozomon Gate is a gate like Kaminarimon Gate but with a larger building shape. On its right there is Bentendo Hall and on its left there is a 5-level pagoda called Five Storied Pagoda.

After passing through Hozomon Gate we will see the main building of this temple is Main Hall or commonly called Hondo. Before reaching the main hall, we will see the five-story pagoda on the left side and it is also a kind of place to take holy water and also incense burning place. Visitors who come will clean themselves by washing the hands and mouth that is intended to clean up a variety of things that are less good. Here is the main place for Japanese citizens to pray and ask for everything that is in his wish, we are allowed to enter into this building area and see how magnificent of this Hondo. If we come out from the left side later we will see another building of the Sensoji Temple complex between Yogodo Hall, Yakushido Hall and Awashimado Hall. Whereas if we come out from the right side we will see Komagatado Hall, which each of its functions also to pray to the gods

Sensoji temple is one of the existing Buddhist temples in Japan. But in Japan, there are two things that are the main moral source, Buddha and Shinto, the original religion from Japan. In Japan there are several religions that are embraced by Japanese society there such as Buddhism, Shinto and Christian. The majority of Japanese people embrace shinto beliefs, but they also follow other religious traditions and rituals such as Buddhism and Christian, Suppose that on the big day of Buddhism they celebrate their traditions and rituals, whereas when people do their weddings in church, According to tour guide Mrs.Dessy, Japanese society assumes that all religions are good, because the message of the religion teach a lot of good, so interreligious harmony in Japan is very peaceful. Here's the documentation on the Tample Sensory

The picture took, when i was in the main hall



Company Visit

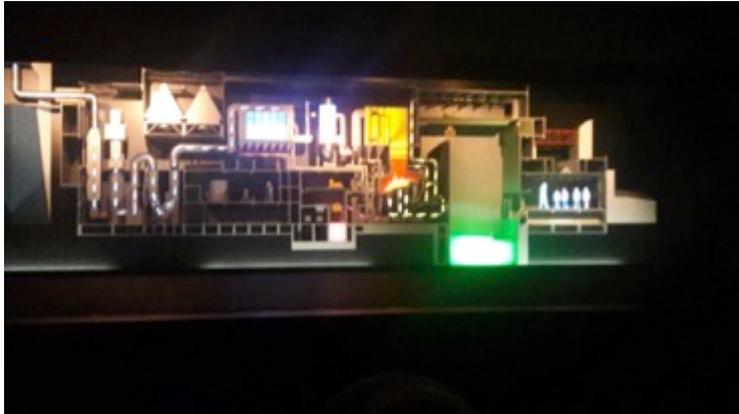
The production of waste generated by the Indonesian people is very high, according to calculations made by Director General of Waste Management, Waste and Poisonous Materials of the Ministry of Environment and Forestry mentions that in 2016 there are about 64 million tons of waste per day produced by the Indonesian people and 14 percent including plastic waste. The high production garbage specialty for plastic garbage waste in Indonesia and increasingly narrow land to hoard waste that occurs today is very worrying, even Indonesia reach the second rank in the world as a producer of plastic waste to the sea after China. The lack of land in Indonesia to accommodate the existing pile of waste, exacerbate the existing conditions and add new problems for Indonesia in terms of handling waste, so the need for efforts in controlling waste, especially plastic waste is difficult to decompose. To overcome the high production of waste in Indonesia, both organic and non-organic waste, hygiene offices scattered across districts or provinces should be responsible and seek the solution for the waste management, so that the problem of its high waste production and its limited waste land can be resolved. For organic waste can be processed into compost. As for non organic waste, a positive action that we can do to reduce plastic waste are Reduce, Reuse (Using Back) and Recycle.

In terms of recycling plastic waste Indonesia should imitate developed countries such as Japan which already has advanced technology in managing plastic waste. Shin-koto incineration plan is the sanitary authority in Japan, which is responsible for processing plastic waste. In the collection and recycling of plastic waste by Shin-koto incineration is divided into several districts, so there are various Shin-koto incineration plans that handle different districts. Every day Shin-koto incineration plan is able to accommodate tens of thousands of tons of plastic waste every day, which then plastic waste will be recycled into something useful. Recycling results will be processed into brick, power plant, asphalt and others. In the development of waste management technology which has been built in Japan, it needs a very high cost, but the costs that expand for the construction of waste management technology, it seems to be directly proportional to the benefits. Recycle the existing plastic waste can be processed into something useful, so the high cost to built waste management technology that will be applied in Indonesia is not a problem. To overcome the cost constraints that hinder the procurement of waste processing technology, the government should not always depend on state budget funds, in this case the government can be able to cooperate with the private sector with profit sharing system so that later the application of waste processing technology can be applied in Indonesia, The government can utilize CSR funds from companies to finance the construction of waste management facilities. After the waste processing technology facility in Indonesia has been built, the government through the sanitary agency must also take a part in raising awareness to the community about the active role that must be taken in handling, controlling the garbage, by way of socialization to residents' houses or through public service advertisements

To stimulate enthusiasm and public awareness of waste control in addition to socialization, waste bank programs can also be done. Waste bank program is a garbage collection activity from the community. The garbage that has been collected it will be separated into two categories namely organic waste and non organic waste. After the garbage has been collected based on its type, then the next step is weighing the garbage that has been collected by the community, after the garbage bins are weighed then estimated how much the price, then noted the garbage into savings, at the end of the period the money that has been saved as a result of collecting the garbage it can be paid. For the collection of organic waste is further processed into compost, then it is sold. As for non-organic waste that has been collected garbage can be sold back to the junkyard container.

Here There are some Photo that I took when i visited Shin-koto incineration plan

This is the minature of waste processing technology in Shin-koto incineration plan



The photo showed when the trucks already arrived after collecting the garbage



This is the place where all the Garbage is collected





This the result of waste processing

