Development of Japanese Community in Blok M area seen from aspect of business and industry

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Abstract. The rate of migration of Japanese people to Indonesia in 2008 was quite large and because of that many Japanese people living in Indonesia, especially in the capital city, Jakarta. Japanese people who lived in Jakarta can be referred to as Japanese communities because they became local people and did social interactions in the area where they lived. The Blok M area of Jakarta is one of the areas frequented by Japanese people in Jakarta since the 90s. Business people built businesses and industries in the area around Blok M to complement and attract the attention of the Japanese. From Japanese restaurants to the night entertainment industry like karaoke and clubs/bars. Because of this, a lot of Japanese people who often go to Blok M to eat in restaurants or looking for night entertainment. From the cultural side, Blok M has an annual event that has been around since 2010, namely Ennichisai. This Japanese festival is full of Japanese culinary and traditional to modern Japanese shows. This research used Ethnographic research methods and community concepts to examine more deeply about the Japanese community in Blok M. The purpose of this research is to reveal the development of the Japanese community in the Blok M area if viewed through the aspects of business and industry.

1. Introduction
A community, in general, is a social group of several organisms that shared an environment that generally has the same interests and habitat. Community comes from Latin language communities, which means "similarity," then can be derived into communities which means "same, public, shared by all of many," (Yamhap, 2013). According to Soerjono Soekanto in Yamhap (2013), the term community can be defined as "local community," another term denotes the citizens of the village, a city, a tribe, or a nation. If the members of a group, whether large or small, lived together in such way that they feel that group can full fill their main life interests, then the group can be called the local community. The point is that they establish social relations. Thus, a community is a social group that can be declared as a “local community,” a group that resides in a specific area with defined boundaries as well, where the group can full fill their needs which are surrounded by group feelings and more significant interaction among its members.

The electricity in residential typically used to power lighting, air conditioning system, entertainment, laundry, and others. In this study, the author focuses on energy saving and emission reduction from the residential sector in Indonesia.

In the 1860s, regulations prohibiting Japanese citizens from leaving their country and preventing their citizens from returning to Japan if they already abroad began to decreased because Japan opened diplomatic relations with western countries. Then the Japanese government began issuing documents on trips abroad and emigration after more than 200 years forbidding Japanese citizens from leaving the
country, (Haning, 2015). Japanese migration to Indonesia only took place on a large scale at the end of the 19th century. Japanese expatriate population in Indonesia is quite large, around 12,469 people in 2008, (Harsanto, 2008). It is mean that Japanese people have been in Indonesia for a long time ago. With a quite large number of Japanese in Indonesia, they indeed inhabit certain areas. They mingle with other communities and become local people. With this way, they can be called a community based on location and residence, one of them in the Jakarta area.

Jakarta is the capital of Indonesia and a metropolis. Many business and industry were built in Jakarta, one of them in the Blok M area. Little Tokyo’s name in Indonesia is attached to the Blok M Jakarta area since the 1990s, (Merdeka.com). The beginning Blok M was mentioned as Little Tokyo because of the establishment of the Aldiron Plaza Mall in the Blok M area Jakarta. In the 1990s, in the area of Kebayoran Baru and Melawai, many Japanese occupants were working in Indonesia. Because at that time Aldiron Plaza was quite famous for its shopping center, so many Japanese people visited there. Because many Japanese people visited Blok M to shop or just walked around, businesses like shops or Japanese restaurants are started open. Moreover, of course, this caught the attention of Japanese people in there. Also, then, many people began setting up the other Japanese restaurants, banks, bookstores, and nightclubs like a karaoke and bar/clubs. This kind of business attracted the attention of Japanese people to look for entertainment or just ate at the restaurants in Blok M. [1]

2. Method
For the research method, this research used the Ethnographic according to Creswell. This research used Ethnographic methods because it related to this research, which is about the people of Japan who settled in Indonesia and blended into the surrounding communities. The term Ethnography comes from the Greek ethnos meaning 'people' and graphin meaning 'writing.' The term was later interpreted as a kind of writing that used materials from field research to describe the human culture. According to Spradley in Hanifa (2010) culture is the whole of human knowledge that is studied and used to interpret experiences and form behavior, and ethnography is the research that explores the culture, good explicit or implicit. So it can be concluded that the Ethnographic research is a description and analysis of a society based on the research field as data in research. Ethnography presents data that is essential to all the research of cultural anthropology.

However, to be more specific and facilitate, the researcher used the Ethnographic research approach Realist method pioneered by John W. Creswell. According to Creswell (2008), ethnographic research has many forms. However, the main types of which often appear in educational research reports is a Realist Ethnography. Realist Ethnography is a method which attempts to describe the cultural situation of the participants objectively based on information obtained directly from the participating organizations in the field of research and presented using the point of view of the third person.

Three typical realist Ethnography, according to Creswell (2008), first, the researcher reveal his research reports through a third-person point of view based on data obtained through observation over the participants and their views. The researcher did not involve his reflections and attempting to act only as covering the facts. Second, the researcher exposes the objective data in the form of information that is scalable and free from bias, political affiliations, and personal assessment. The researcher should include data about the daily life of the participants are arranged in categories such as cultural depictions of standard, family, system status, social networks, and others. Third, the researcher expresses the views of the participants through excerpts of their interviews are edited without changing the meaning. Researcher expressed the interpreted about the image of a culture that was examined at the end of the report.

While the concept used for this research is the concept of the community, according to Soerjono Soekanto, a community is a social group that can be expressed as "local communities." According to Soerjono Soekanto in Ymhmp (2013), the process of formation of the horizontal nature of the community because it is done by individuals that are equivalent to its position. Soerjono also said that the concept of the community there are four components is a human, place or region, social interaction, and the sense of identity. Soerjono also said that social interaction happened if completed two
conditions, which is the existence of communication and social contact? Communication means greeting each other or smiling each other, and social contact means to shake hands. This research used the concept of the community because this writing is researching on the development of the Japanese community in Indonesia, especially in the area of Blok M, Jakarta. Japanese people residing in areas of Jakarta could be called community because they live in the area bounded by the scope and conduct social interaction against each other.

According to Soerjono Soekanto in Yamhap (2013), the community can be divided into two components that are based on the location and the place of the region, and based on interests. Based on the location and place territory could be interpreted that a community can be seen as the place where a bunch of people has something in common geographically, while based on interest in the meaning of a community that was established because of attraction and similar interests, for example, religion, occupation, hobby, interest. The writing is more leads to the first component, which is based on the location and region.

3. Results and discussions

Blok M, known as Little Tokyo since the 90s, developed into a commercial industry place and brought out the business with Japanese concepts, for example, is Japanese restaurants and nightclubs. Seen that most businesses stand at Blok M is Japanese restaurants. There are 17 Japanese restaurants in Blok M and followed by nightclubs like a karaoke and bar/club which reach eight places. It turns out that not only a local businessman but Japanese also opened more businesses in the Blok M area. We can see from the data that the researcher collect. The Japanese people own the 16 of 17 restaurants in Blok M. While the Japanese people also own 3 of 8 nightclubs in Blok M. Here is the business and commercial industry data collected by the researcher.

![Figure 1](image_url)

**Figure 1.** Percentage of the spread of business and the entertainment industry in the area of Blok M. the gray percentage is the amount of business and entertainment industries owned by Japanese people.

By the method used for this research, namely the Ethnographic research method, the researcher does the observation field and interview on the research location in Blok M, Jakarta. The first field observations conducted in Blok M on October 19, 2018, produces the following data. The atmosphere at that time around 4/5 P.M was not crowded. Some people were seen passing by, and some were sitting in the Café. Japanese people are seen in some particular place like sitting in a Café and shopping at the Papaya Market Store. After observing, that not all the buildings in Blok M are similar to Japanese style buildings. The feel that was also obtained not feels like Japan. It seems like the feels of Japan is disappearing day by day from Blok M. Here is a picture taken when does the observation field.
When the observation field, the researcher also talked a bit with the security guard around Blok M area. The security guard who had worked there for 18 years named Mr. Saripudin. Mr. Saripudin said that the area had been full of Japanese people for a long time ago. However, even so, they did not feel disturbed at all about the presence of Japanese people in there. Mr. Saripudin said they had considered Japanese people like a friend and often talked with them. Mr. Saripudin also said that they complement each other.

The second field observation was conducted on Friday, 21 December 2018. Researcher arrived in Blok M at 2 PM and walked around for a while to see the atmosphere. The atmosphere was not much different from the first field observation two months ago. Seems not much that crowded, just a few residents were sitting on the edge of the Blok M road. The area was seen pretty crowded is the only café. A minimarket called Circle K in Blok M is also crowded, as some local youths are sitting while enjoying their snacks. Besides that, the quite crowded place is the Papaya Fresh Market at the entrance to Blok M. It looks like some Japanese people are shopping there, from mothers who bring their children or just themselves, and office people.

After looking around, the researcher looked for people who want to be interviewed. The researcher found three people who were willing to be interviewed. First is a security guard in Golden Boutique Melawai Hotel named Bayu. Mr. Bayu, who has worked there for four years, said that he does the interaction with Japanese people, but just only as needed according to his job as a security guard. Mr. Bayu said that it just as needed, according to his job. Like for example, they want to enter the hotel but seem confused, then he helps them, or usually tell the places they did not know. Moreover, then Japanese people who go to Blok M area usually an office people who want to shop in Papaya Fresh Market or
just relaxing in a Café with their colleagues. Mr. Bayu said that he thought they were office people, a man with assistants, mostly they were men. There was also some woman who are usually shopping in Papaya. According to Mr. Bayu, Blok M currently still known as Little Tokyo because many Japanese restaurant and entertainment industries that attract the attention of Japanese people to visit.

After interviewing Mr. Bayu, a researcher looking for another person to interview. The researcher finally approaching a parking attendant who was seen as a senior and was relaxing near a street vendor. Mr. Yono, a parking attendant in Blok M, age around 60, and Mrs. Tuti, a street vendor age around 40, was willing to be interviewed. Mr. Yono, who had worked for 11 years as a parking attendant, said most Japanese people go to Blok M are working people, like office people or businessman. They usually ate in a Japanese restaurant or went to Bar when night and relaxing in Café when afternoon. Mr. Yono said that most of them come after working by the group because their outfit is formal. They hang out in Café when afternoon, and go to the restaurant or bar when night, usually doing karaoke or drinking. Mr. Yono admitted that he rarely did interactions with Japanese people. Even so, Mr. Yono said that he did not feel disturbed by the Japanese people in Blok M, because with the Japanese people still visiting Blok M, Mr. Yono did not lose his job as a parking attendant in Blok M.

While the interview with Mrs. Tuti who is a resident and lived in the area near Blok M said that the history of there many Japanese people in Blok M because Melawai is the occupancy of Japanese people who worked in Indonesia. Japanese people rented a house around Melawai, and they often visited Blok M because of the Aldiron Mall. Mrs. Tuti said that as far as she knows they rent a house from local citizens because that day was not an apartment yet. So then they are hanging out in Blok M because Aldiron is the famous and the biggest Mall in Blok M area. Moreover, with many Japanese people visited Blok M, businessman started to built Japanese commercial industries, for example, a Japanese restaurant and the entertainment industry to attract the attention of Japanese people, and also to full fill what they needed.

In addition to field observations and interviews with residents in Blok M, the researcher also had an interviewed with a Chairman of Japanese Alumni Community in Indonesia (KAJI) named Mr. Fuad Kadir. Mr. Fuad, who worked in Cikarang, gave a response from Cikarang. Mr. Fuad said that Japanese people go to Blok M were indeed for the night entertainment. However, this day for Japanese people who live in Cikarang, they rarely go to Blok M. The reasons because the rental costs are expensive, long distances, and also traffic. Mr. Fuad said that it is already expensive. In the past, when it has not trafficked, they run to Blok M when night, but now they did not go to Blok M again if they here then they enjoy entertaining in here.

From the interviewed researcher did with the four local people in Blok M and chairman of KAJI, the overall conclusion as follows. The Melawai Blok M area used to be inhabited by many Japanese expatriates who worked in Indonesia. They rent a house from local citizens to live in. Japanese people who live there often visited Blok M because there is a famous Mall in Blok M, which is Aldiron Plaza. Because Japanese people often go to Blok M, a businessman built a business to attract their attention. Many commercial industries opened in Blok M since the 2000s. Until now there are still quite a lot of Japanese people in the Blok M area. Japanese people who go to Blok M usually for relaxing in Café or shopping in Papaya Fresh Market when noon and visiting restaurant or karaoke, bar/clubs when night.

Besides that, it can also be concluded that Japanese people and residents are also doing social interactions even though they are not frequent and uneven. This phenomenon can be seen from the words of Mr. Saripudin, who said that they had often talked with Japanese people and had considered Japanese people are like friends to him. However, this is different from Mr. Bayu and Mr. Yono, who is doing the interactions only as needed. However they said that they didn't feel disturbed by the presence of Japanese people in Blok M. Besides that, Japanese people who visited Blok M from year to year started to decline, and the number of Japanese people who visited was not much like they used to be, but this thing didn't bring much change to Blok M. Blok M still known as Little Tokyo, a place where there are many Japanese restaurant and entertainment industries, easy to found Japanese people, and there was a Japanese Festival every year.
Based on the conclusions above, this can bring up the results of the analysis as follows. If viewed from the aspect of business and industry, the number of Japanese people who visit the Blok M area is getting lower as time goes by. Because business and industry in Blok M began to decline in quality, the workers in nightclubs are getting less and expensive rental costs makes the number of Japanese people who visited Blok M getting lower. When the researcher was asking why Japanese people rarely visited Blok M, Mr. Bayu said that he is not sure, but he heard that getting less for the girls who worked in nightclubs. So who still visited there maybe just who lived in Blok M area". From the Mr. Bayu's words it can be concluded that Japanese people who still visited Blok M is only they who lived in Blok M area or lived not too far away from Blok M. While Japanese people who lived in outside the area or far away from Blok M location had almost never revisited Blok M, as said by Mr. Fuad. Therefore, the development of Japanese people in Blok M can be said to decline slightly from year to year if seen through their business and industry.

While the results of the analysis using community concepts used for this research are as follows. Soerjono Soekanto in Yamhap (2013) said that a community is a local community that is in a specific place or region and do social interaction. Social interaction can be said it happened if completed two conditions, which is the existence of communication and social contact. Communication means like greeting each other or smiling each other, and social contact means like do the handshake. Based on the above concept, the results of the analysis that emerged were Japanese people in the Blok M area could be said to be a community. Because based on location and region, most of the Japanese people who visited Blok M is lived around in the Blok M area or not too far away from Blok. Also, Japanese people in Blok M were doing interactions with local citizens. As Mr. Saripudin said, he often does the social interactions with Japanese people and already considered Japanese people like a friend. While the other interviewee, Mr. Bayu said, although the interaction they did was not too frequent like Mr. Saripudin did, Mr. Bayu claimed he often gave a little help for Japanese people in there.

However, even though the interviewee said they did not feel disturbed by the Japanese people in Blok M, the researcher still cannot conclude that the local citizens had accepted feeling to Japanese people in Blok M or not. Mr. Yono said that they not feeling disturbed, they can eat because Japanese people often come to Blok M, if guest not happy, they will not come back. From that words, it can be concluded that Japanese people who visited Blok M has become an income for local citizens who worked in Blok M. In other words, they inevitably have to accept Japanese people in Blok M because if Japanese people often visited Blok M, they can get money and profits.

4. Conclusions
Blok M area which until now is known as Little Tokyo in Indonesia is a place filled with many Japanese restaurant and entertainment industries like karaoke and bar/club. In the 1980s, Melawai area was occupied by Japanese people who worked in Indonesia. Because that day Aldiron Plaza Mall is the most famous and most prominent shopping center in Melawai, not only local citizens but many Japanese people also visited Aldiron Mall in Blok M. Because many Japanese people in there, businessman found the idea to opened something would attract the attention of Japanese people. Moreover, finally, many commercial industries with Japanese concept was opened. For example, is a Japanese restaurant and entertainment like karaoke places and bar or clubs. After that, more and more Japanese people went to Blok M to enjoy the entertainment industries in Blok M.

However, over time, Blok M, which not change much began to reduce the attention of the Japanese people. With the expensive rental costs, long distances, traffic jam, and the less of the worker at the Blok M nightclubs, Japanese people who lived far away from Blok M were not interested in visiting Blok M anymore. Although Japanese people who lived in around Blok M area still visited Blok M, this, of course, lowers the number of Japanese people who went to Blok M usually. It seems like the name of Japan Town in Indonesia cannot be given to Blok M, but it is given to Cikarang area of Bekasi because Cikarang this day currently developing with its infrastructure which capable to filled what Japanese people needed. However, even though the feels of Japan began to fade away in Blok M until now, Blok
M is still known as Little Tokyo. Plus there was a Japanese festival held annually in Blok M, and very crowded visited with Japanese and local people.

In conclusion, Japanese people in the Blok M area is a community. Because based on location and region, they are in the same area. Also, they can be called a local society. Japanese people in Blok M also do the social interaction with local citizens or the other Japanese people, and of course, they fill their needs for life, for example, the activities they do in Blok M like eating and shopping, and nightlife. So it can be a conclusion that many Japanese people come to Blok M for enjoying the entertainment and fill their needs with eating Japanese food and shopping Japanese goods. However, this day the label of Japan Town in Indonesia start to move to Cikarang area considering that the infrastructure in Cikarang began to be fulfilled, starting from the residence, shopping center with Japanese concept, commercial industries like a Japanese restaurant and nightclubs, Japanese schools, and Japanese special services at the Cikarang hospital.

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