

# Keberadaan convenience store Jepang sebagai indikasi gaya hidup praktis dan efisien dalam kaitannya dengan perilaku konsumsi masyarakat modern Jepang = The Existence of Japanese convenience store as an indication of practical and efficient lifestyle in relation to modern Japanese society's consumption

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## Abstrak

[<b> ABSTRAK</b><br> Konsumen memegang peranan penting dalam suatu perekonomian. Jepang memiliki keunggulan di bidang produksi dan distribusi massa sejak tahun 1980-an, diawali dengan maraknya industri ritel di pasar perekonomian Jepang. Ritel merupakan bentuk bisnis yang melibatkan kegiatan ekonomi dalam hal penjualan barang maupun jasa kepada konsumen. Adanya pola konsumsi dan gaya hidup yang dijalani konsumen mengakibatkan meningkatnya penjualan yang terjadi pada industri ritel, terutama pada convenience store Jepang (konbini). Tidak seperti di negara asalnya, Amerika, konbini Jepang memiliki konsep yang cukup berbeda meskipun tujuan utamanya tetap sama, yaitu memberikan kemudahan dalam berbelanja dengan efisiensi waktu. Teknologi berperan penting dalam kepopuleran konbini di dalam masyarakat yang terbiasa dengan hidup serba modern seperti Jepang. Hingga kini konbini masih eksis karena mampu beradaptasi dengan kebutuhan, gaya hidup, dan budaya konsumen yang ditunjukkan melalui banyaknya inovasi dan perbaikan didukung oleh strategi bisnis yang kian kreatif.<br><b>ABSTRACT</b><br> Consumers play an important role in an economy. Japan has an advantage in mass production and distribution since 1980's, beginning with the rise of retail industry in the market of Japanese economy. Retail is a form of business that involves economic activities in terms of sales of goods or services to the consumer. The presence of consumption patterns and lifestyles that resulted in increased consumer sales that occur in the retail industry, especially at convenience store (konbini). Unlike its original from America, konbini have some slight differences concepts although the main goal is the same that is about giving the ease of shopping with efficiency of time in serving. Technology has an important role in popularity of konbini in the community who are accustomed to the convenience of modern life such as Japanese. Up till now, konbini still exist and being able to adapt to consumer needs, lifestyles, and cultures shown through innovations and improvements that supported by the growing creative business strategy.; Consumers play an important role in an economy. Japan has an advantage in mass production and distribution since 1980's, beginning with the rise of retail industry in the market of Japanese economy. Retail is a form of business that involves economic activities in terms of sales of goods or services to the consumer. The presence of consumption patterns and lifestyles that resulted in increased consumer sales that occur in the retail industry, especially at convenience store (konbini). Unlike its original from America, konbini have some slight differences concepts although the main goal is the same that is about giving the ease of shopping with efficiency of time in serving. Technology has an important role in popularity of konbini in the community who are accustomed to the convenience of modern life such as Japanese. Up till now, konbini still exist and being able to adapt to consumer needs, lifestyles, and cultures shown through innovations and improvements that supported by the growing creative business strategy., Consumers play an important role in an economy. Japan has an advantage in mass production and

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