

JENESYS2018 ASEAN Inbound Program 14th Batch Program Report
Exchange for Young Professionals in Media Industry
Country : Indonesia, Philippines

1. Program Overview

23 young professionals in Media Industry from Indonesia and Philippines visited Japan from November 27 to December 3, 2018 under the scheme of “Japan Friendship Ties Programs: JENESYS2018” and participated in the program with the theme of “Exchange for Young Professionals in Media Industry”.

After attending the lecture and having some observation of Japanese culture in Tokyo, the delegation was divided into groups by their nationalities, with the Indonesia group visiting Miyagi prefecture, and the Philippines group visiting Nagano prefecture. They visited Newspaper Company, broadcasting station, and observed local industry, attracted site in Nagano or disaster recovery are in Miyagi, so that they interacted and exchanged opinions with Japanese professionals in Media and locals. Through interacting with Japanese people the participants improved their understanding of Japan and shared their individual interests and experiences via Social Media. Based upon their findings and learning in Japan, each group of participants made a presentation in the final session and reported on the action plans to be taken after returning to their home countries.

【Participating Countries and Numbers of Participants】 2 countries, 23 people
 (Indonesia 8, Philippines15)

【Prefectures Visited】 Tokyo, Miyagi (Indonesia), Nagano (Philippines)

2. Program Schedule

	Indonesia	Philippines
Nov.27 (Tue)	Arrival in Japan, 【Orientation】	
Nov.28 (Wed)	【Lecture on Japanese Culture】 "Regarding Urban transportation in Japan" Prof. Atsushi FUKUDA, Department of Transportation Systems Engineering, Nihon University. 【Cultural Observation and Experience】 Sensoji temple, Asakusa, Tokyo Subway Ride (Oedo Line), Edo-Tokyo Museum	
Nov.29 (Thu)	Move to Miyagi from Tokyo 【Observation】 Earthquake ruins Arahama Elementary School 【Observation of Theme-related	Move to Nagano from Tokyo 【Courtesy Call】 Hakuba Village Office 【Homestay】 Hakuba Village

	site】Kahoku Shmpo Publishing	
Nov.30 (Fri)	【Observation of Theme-related site】Higashinippon Broadcasting Co., Ltd., International Research Institute of Disaster Science (IRIDeS), Tohoku Univ.	【Homestay】 【Observation of Theme-related site】Ohito Times
Dec.1 (Sat)	【Observation of World Heritage】Konjikido, Chusonji-temple, Matsushima (one of Japanese three most famous views), 【Cultural Experience】Tea ceremony	【Observation】Jigokudani Yaen-Koen (Wild snow monkey park), Zenkoji Temple 【Experience of Regional Industry】Shinshu Fruit Land (Apple picking)
Dec.2 (Sun)	【Cultural Experience】Painting on KOKESHI (traditional wooden doll) 【Workshop】	【Observation of Regional Industry】Daio Wasabi Farm, Ishii Miso 【Cultural Observation】Matsumoto Castle 【Workshop】 , 【Farewell Party with Local Residents and relevant Officials】
Dec.3 (Mon)	Return to Tokyo 【Reporting Session】 Departure	Return to Tokyo 【Reporting Session】
Dec.4 (Tue)	-	Departure

3. Program Photos

【Indonesia, Philippines】(Tokyo)

	
Nov.28 【Lecture on Japanese Culture】	Nov.28 【Cultural Experience】Edo-Tokyo Museum



【Indonesia】(Miyagi)

<p>Nov.29 【Observation】 Earthquake ruins, Arahama Elementary School</p>	<p>Nov.29 【Observation of Theme-related site】 Kahoku Shmpo Publishing</p>
<p>Nov.29 【Observation of Theme-related site】 Higashinippon Broadcasting</p>	<p>Nov.29 【Observation of Theme-related site】 International Research Institute of Disaster Science (IRIDeS), Tohoku Univ.</p>

	
<p>Dec.1 【Observation of World Heritage】 Matsushima (one of Japanese three most famous views)</p>	<p>Dec.2 【Cultural Experience】 Painting on KOKESHI (traditional wooden doll)</p>
<p>【Philippines】 (Nagano)</p>	
	
<p>Nov.29 【Courtesy Call】 Hakuba Village Office</p>	<p>Nov.30 【Observation of Theme-related site】 Ohito Times</p>
	
<p>Nov.30 【Homestay】</p>	<p>Dec.1 【Experience of Regional Industry】 Shinshu Fruit Land (Apple picking)</p>
	
<p>Dec.1 【Observation】 Jigokudani Yaen-Koen (Wild snow monkey park)</p>	<p>Dec.1 【Observation of Regional Industry】 Ishii Miso</p>

4. Voice from Participants

◆ Indonesian Participant

Our visit to Arahama Elementary School is one of the most impressive programs. Soon after we arrived at the elementary school building, I felt something different in the atmosphere. Then I recalled the earthquake that happened a few months ago in my hometown Lombok Island. I heard that an earthquake with a magnitude of 9 and tsunami occurred here. I had goosebumps by just imagining such a devastating disaster that had happened in this place. As we entered the building of Arahama Elementary School, I could not help but imagine as if I were standing in that place when the tsunami struck. Although the magnitude of the earthquake in Lombok Island was 7, the memory still remains deep inside my heart. I cannot imagine how severe the memory remaining in mind of victims is after the earthquake on March 11, 2011. The explanation of approaches to disaster prevention taken by the government and local residents after the earthquake was very interesting, so I was absorbed in listening to it. Even though I kept standing, I did not feel tired while listening to the explanation. I was impressed by the earthquake victims who are very positive about their approaches to the recovery/restoration after the earthquake. I personally felt that the Indonesian people should follow their attitude. I felt that especially disaster victims in my hometown Lombok Island also need to not only just wait for other people's help but also become independent to start building their new lives after the earthquake by overcoming deep sorrow and standing up. An approach that I feel we can take by following Japan after an earthquake disaster is to pass down the stories of disaster experiences to the next generation. I believe that better disaster prevention becomes possible by conveying education and the memories of earthquake disasters. In Indonesia, especially in Lombok Island, very little disaster prevention education has been provided, and the news of disasters also get forgotten quickly. Through the experience acquired in the program of JENESYS2018, I feel that my horizons have been broadened.

◆ Indonesian participant

It was very impressive that the local media in Sendai City not only take the work to report but also participate in disaster prevention. From the relevant parties in Japanese media, I have learned that the media are playing a very important role in disaster prevention and also taking on a major responsibility. It is not the case that they only report in the event of disasters and forget afterward. The media in Indonesia intensively report when disasters occur, but they tend to forget afterward. The Japanese media are thinking much further than that. The Japanese media are also thinking about "how the stories and experiences of the disasters can be passed on to the next generation" and "how to minimize the number of disaster victims in the event of the same kind of disasters in the future." I felt that the country and the people in Japan understand well that they are taking one experience as a lesson and trying to make things better. An approach to "Build back better" has been taken in Japan since the earthquake in 2011. I understand that this

phrase indicates disaster recovery including not only the recovery of infrastructure and others but also the community development with the concept of how to provide better response and preparation for future disasters. In addition, Japanese railway construction was also impressive. I believe that railway development is about how to enable people to easily access the convenience of a means of mass transit. I felt that Japan is going ahead of that. I have learned that Japan is considering how to promote economic activities in stations of a mass transit system to increase profits.

◆ **Philippines participant**

Passion is really the base of hard work. Ohito Times reminded me of my purpose as a media practitioner – to tell stories that matter; and stories that matter are not always political, somehow the stories that strengthen a community can change the course of society. I'm greatly thankful to Ohito Times for this learning. Through the homestay experience, Japan's greatest asset is the people. The greatness of our experience was very much because of how good our host family was. They welcomed us whole heartedly and showed us the real philosophy behind the Japanese culture. I am thankful for my host family. I will remember them for the rest of my life

◆ **Philippines participant**

Lectures are interesting and educational since only valuable information are being discussed. Plus answers to our questions are crystal clear to deepen our understanding. Government office and employees are incredible enough to welcome us warmly and let us feel that we belong or significant in this place. We feel really important and what we do here are useful for them. Also, I initially thought that Japanese people are very stiff and disciplined. However, after the homestay, I realized that they can be very cheerful, warm, and loving. It is very much true with my host parents.

5. Voice from Japanese Locals

Media officials (KHB TV, Miyagi)

We are thankful that everyone was enthusiastically taking notes and actively asked questions. In addition, some people had their tears falling while watching the "Five years ago today" on the screen, which also sincerely moved us, producers.

Host family (Nagano)

Although this was the first time we have accepted people from the Philippines, we were able to spend a really fun time since they are outgoing and energetic. As the landscape, such as nature that we routinely see for granted every day, can be seen so fresh for them, we came to feel thankful for our Hakuba village, so we appreciate them.

Host Family (Nagano)

We also had a good time since everyone from the Philippines tried to absorb Japanese culture, foods, and language while they were fully enjoying those. Since we are not able to speak English much, they spoke slowly and taught us various things about the Philippines.

6. Dissemination by the participants

 <p>Lihat insight Promosikan</p> <p>24 suka</p> <p>agnashiraga Day 3 Still Program Jenesys 2018 Batch Media Indonesia Ke 3 -Visit to Sd Arahama Salah Satu Distrik Yg terkena Bencana Tsunami pada tanggal 11 Maret 2011 yang Mencapai Lantai 2 Sd ini. Sebanyak 320 Siswa/ Siswi, guru, Penduduk Sekitar Mengungsi Ke Sd Ini Diselamatkan... #jice</p>	 <p>Disukai oleh amandariesta dan 94 lainnya</p> <p>sandifirdaus11 Berkunjung ke media lokal di kota #sendai di prefektur #miyagi Berbagi pengalaman bagaimana media lokal bisa mandiri dan bertahan selama 43 tahun</p> <p>Foto kedua diambil saat kunjungan ke surat kabar lokal yg komitmen untuk memberitakan bencana gempa dan tsunami di jepang pada 2011 lalu</p>
<p>(Indonesian participant) We visited an Arahama Elementary School stricken by the earthquake on March 11, 2011. The tsunami was surging up to the second floor of the school building, but 320 evacuees including schoolchildren, school personnel, and local residents were rescued.</p>	<p>(Indonesian Participant) We visited Kahoku Shimpō Publishing Co., a local newspaper publisher, and Higashinippon Broadcasting Co., Ltd., a local television station, in Sendai City in Miyagi Prefecture. We were shared their experiences with the local media, who are placing emphasis on the coverage of the earthquake disaster that occurred in 2011.</p>
	
<p>(Philippines Participants) This wasabi farm in Nagano prefecture spreads to 15 ha. 300,000 to 400,000 wasabi plants can be planted at a time. Water temperature here is constant at 13-15 from summer to winter, which is ideal for wasabi production, The longest stretch of plants runs about 1 km. It takes 2 Years before we can harvest wasabi, such patience to wait. The surroundings easily reflect the old Japan, making it a picturesque venue for films and others.</p>	<p>(Philippines Participants) Today we experienced how it is living in a place where people give so much importance and respect to animals and nature. Observed the Wild Snow Monkey at the Jigokudani Monkey Park in Yamanouchi. Experienced the fresh apple picking at Shinshu Fruit land in Nagano.</p>

7. Action Plan Presented by Participants at the Reporting Session

【Indonesia】 Since we, participants, are members of the press, we will utilize our experiences in Japan and share what we have learned with many people by writing articles and creating programs through a corresponding form of media that each of us is working with.

The title is “Remember Past, Better Tomorrow.” The content is as follows:

- (1) To report why Japan’s public transportation system (railway) is operated successfully and to offer a suggestion for Indonesia’s railway development.
- (2) To report Japan’s approaches for disaster risk management and disaster recovery and disaster mitigation.

【Philippines】

JENESYS PH: Communications Plan

Our batch aims to promote Japan’s culture to the Philippines and make JENESYS the most prominent platform for this opportunity in the Philippines.

- (1) Create a consistent online platform for JENESYS in the Philippines
- (2) Communicate with alumni members for content and promotion
- (3) Collaborate with NYC (National Youth Commission), JICE and related agencies to bring JENESYS programs to more people to know in the country

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Alumni Quote Card on the JENESYS Experience		History on the Philippine-Japan Friendship		30s Video on the JENESYS 2018 Experience
		Alumni Quote Card on the JENESYS Experience		JENESYS ALUMNI Feature		30s Video on the JENESYS 2018 Experience: <i>Tad and Trend: The Japanese Culture</i>
		Alumni Quote Card on the JENESYS Experience		About JICE		30s Video on the JENESYS 2018 Experience: <i>Learning at Ono Times</i>
		Alumni Quote Card on the		JENESYS ALUMNI Feature		30s Video on the JENESYS 2018