

## ABSTRACT

Bali is one of the favorite tourist destinations of foreign tourists, especially Japanese tourists. This study discusses the character of Japanese tourists in personal and fashion style that useful and expected to be a reference in the manufacture of fashion products in the form as souvenirs. In addition, this study also discusses the characteristics of Japanese tourists while visiting Bali.

In this study the authors conclude that Japanese tourists can be targeted as the right market to sell fashion products in the form of souvenir from Bali, because the number of Japanese tourist arrivals is always increasing every year and has different characteristics from other foreign tourists. This makes Japanese tourists need a special approach in traveling as well as in choosing souvenirs.

In order to simplify the manufacture of products that answers the needs of Japanese tourists, accurate data search process is required, the data that collected contains the Japanese travelers' customer profile based on age, gender, lifestyle, and the cost they spend in Bali. So, that required literature study and direct observation. From the research resulted five product that is clothing, camera strap, goodie bag, fan, and scarf this is obtained from research result and observation based on requirement of Japanese tourists while in Bali other than that the use of Balinese art motif also taken from anything often seen by traveler. It is expected that through this research and observation can attract Japanese tourists to use Indonesian products that have local content so that it can make a media promotion to the Japanese citizens. This research uses qualitative research methods.

**Keywords: Bali Tourism, Japanese Tourist, Souvenir, Fashion**