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國際學碩士學位論文

**Analysis of the Japan's Support
for *Konkatsu***

- Focus on the Prefectural Governments' Support -

일본의 콘카츠(婚活) 지원에 대한 분석

- 都道府県の 지원을 중심으로 -

2015年 8月

서울대학교 國際大學院

國際學科 國際地域學專攻

賓 娜 智

**Analysis of the Japan's Support
for *Konkatsu***

- Focus on the Prefectural Governments' Support -

A thesis presented

by

Naji Bin

A dissertation submitted in partial fulfillment
of the requirements for the degree of Master
of International Studies in the subject
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일본의 콘카츠(婚活) 지원에 대한 분석

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- Focus on the Prefectural Governments' Support -

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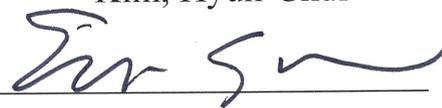
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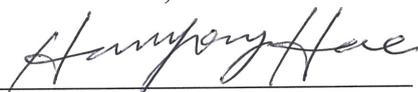
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ABSTRACT

Analysis of Japan's Support for *Konkatsu* -Focus on the Prefectural Governments' Support -

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An extraordinary expression appeared in Japan since 2007. With the expression, Japan has been turned into a country wide cheer team for people seeking to get married. The expression had been nominated to the New Word and Catchword Awards of Japan in 2008 and 2009. The expression is “*konkatsu* (婚活, the marriage-seeking activities)”. Along with the expression and phenomenon appeared in public sector's *konkatsu* support, this paper overviews the current status of prefectural governments' *konkatsu* support.

Having some research questions, which are: marriage is considered as a very private matter, but why Japan's prefectural governments are putting efforts to support *konkatsu*? How does it work? And what can be presented from the prefectural governments' *konkatsu* support? To explain and examine the current status of

government sector's support for *konkatsu*, this paper observed the entire prefecture's websites and its actual condition on supporting *konkatsu*.

43 prefectures out of 47 are conducting *konkatsu* support. Which divisions are taking the responsibility in conducting *konkatsu* support, how much budget each prefecture have set, and what kinds of *konkatsu* support are available were analyzed.

This paper took the situation that prefectural government's marriage support as a newly appeared one, and tried to explain what can be implied from the phenomenon. For the result, prefectural governments' *konkatsu* support business is taking the position of "matchmaker" with cooperation from private sectors (citizens, communities and work places). Also, many prefectures are conducting *konkatsu* support as a part of "Low fertility measure" of the central government.

Keywords: Japanese marriage, *konkatsu*, Japanese society, marriage support, *konkatsu* support

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CHAPTER I. INTRODUCTION

1. Emergence of *Konkatsu* Phenomenon

Japan has been turned into a country wide cheer team for people seeking to get married. Needless to say unmarried people, their family members, co-workers, cities, prefectures and even the central government are putting a great effort in helping marriages to happen. There is also a political party established a parliamentary union to support marriage people wanting. Unmarried people are doing practical activities to find their future husbands or wives, such as attending events, cooking classes and seminars to get an advice for dressing and styling. Also a new word appeared to describe these activities that have been created to facilitate these marriage seeking activities, *konkatsu* (婚活, こんかつ).

This extraordinary expression appeared in a Japanese magazine, “AERA”, published by Asahi Newspaper. The edition published on November 5th 2007 delivered feature articles on “Working women’s marriage (働く女性の結婚)”, and one of the articles was “If you want to get married, recommend ‘*konkatsu*’ (結婚したいなら「婚活」のススメ)” written by Shirakawa and Kimura, a Japanese journalist. During the interview with a sociologist Yamada Masahiro to cover the article, Shirakawa said “just like job hunting, it became a time to do some

activities to get married”, and Yamada named it “*Konkatsu*”¹. This is how the terminology “*konkatsu*” was born. After the interview, Yamada and Shirakawa published a book “The time of *Konkatsu* (「婚活」時代, *konkatsu jidai*)” in 2008. In the book, Yamada described the terminology “*konkatsu*” as below.

“*Kekkon katsudou* (結婚活動, marriage-seeking activities) is made up as an analogy to *shu-shoku katsudou* (就職活動, job hunting activity). To get a better job, many activities are needed nowadays, such as collecting information, attending seminars, studying for the examination, writing entry-sheets (application forms), taking identification picture for the résumé, buying suits for interview and etc. Also the number of students who are attending institutes for learning how to do job hunting. Students call these job hunting activities *shu-katsu* (就活, job hunting activity). In the same context, to get a better marriage, people are doing enthusiastic activities such as *go-kon* (合コン, meeting), *miai* (見合い, matchmaking), cultivating oneself and etc.. I decided to call those activities as *kekkon katsudou* (結婚活動). Because *shu-katsu* (就活) is an abbreviation of *shu-shoku katsudou* (就職活動), therefore it has to be *kekatsu* (結活), but *kekatsu* is

¹ 「婚活」対談～こんなに違う、ネット恋愛・結婚事情
(<http://business.nikkeibp.co.jp/article/skillup/20081201/178788/?P=1>)

hard to pronounce, so I suggested *konkatsu* (婚活), and it is the origin of the term.” (Yamada and Shirakawa, 2008, pp.3-4)

Konkatsu became a culture in Japan. It had been nominated to the New Word and Catchword Awards which select the most widely used words every year. *Konkatsu* was nominated twice, in 2008 and 2009. One of the reasons for nominating *konkatsu* was that the words “婚活 (*konkatsu*)” was used in leaflets of marriage counselling offices and magazines². Asahi Digital Kansai posted a short serial with the title of “In the middle of *Konkatsu*” from August 2008³. *Konkatsu* got media attention for its popularity, and two television dramas were aired, titled “*Konkatsu* ⁴” and “*Konkatsu*・*Rikatsu*⁵” in 2009. As *konkatsu* creates a boom, unmarried Japanese people, especially working women in between ages of 30s and 40s, got shocks⁶. Until then, it was hard to recognize that they need to do activities to get married. Along with the *konkatsu* boom, not only are the people who directly involved in *konkatsu*, but also cities and prefectures where they are living are also in the wave of supporting their citizens’ *konkatsu* for marriage. This nationally appeared phenomenon shows that marriage became somewhat different from before.

² ユーキャン新語流行語大賞 (<http://singo.jiyu.co.jp/index.html>)

³ ただいま婚活中 (<http://www.asahi.com/kansai/mini-rensai/OSK200808210034.html>)

⁴ 婚活 (Marriage-seeking activity, Fuji TV, Apr. 20 ~ Jun. 29, 2009)

⁵ 婚活・離活 (Marriage-seeking activity and Divorce-seeking activity, NHK, Apr. 03~May 22, 2009)

⁶ 30~40歳代の働く女性に 「就活」ならぬ「婚活」がブーム 2008/8/24

Japanese central government and most of the municipal governments are supporting marriages of their citizens, and citizens' *konkatsu*. 43 out of 47 prefectures in Japan own and operate websites for *konkatsu* information or they upload *konkatsu* information on their prefecture websites. Not only prefectures and cities, but also political sector is supporting *konkatsu*. Japanese ruling party (LDP, Liberal Democratic Party) politicians build up “*Konkatsu*・*Machi-kon* Promoting Parliamentary Union (婚活・街コン推進議員連盟)” and they have SNS accounts to address their supports⁷. *Konkatsu* support from various sectors is a new phenomenon and it is the period of *konkatsu* boom.

2. Literature Review

There are not many academic researches on *konkatsu*, and more specifically government's *konkatsu* support. But because of *konkatsu* boom, *konkatsu* has been delivered more by journalism and media.

Regarding *konkatsu*, three books⁸ of Yamada and Shirakawa are the best researched literatures. The first book was published in 2008; this book describes how the terminology “*konkatsu*” has been appeared and the reasons of low marriage rate in Japan. Also, the book suggests how unmarried people can success in doing *konkatsu*.

⁷ <https://www.facebook.com/pages/婚活街コン推進議員連盟/601543279880718>

⁸ Yamada, M & Shirakawa, T 2008, 「婚活」時代, Discover, Tokyo, Japan
Yamada, M (ed.) 2010, 「婚活」現象の社会学－日本の配偶者選択のいま, Toyo Keizai Inc., Tokyo, Japan

Yamada, M & Shirakawa, T 2014, 「婚活」症候群, Discover, Tokyo, Japan

The second book was published two years later, in 2010. The contents of this book show how *konkatsu* in Japan was developed and the spread in Japanese society. It also delivers an example of *konkatsu* operated by local government (hearing research in Hyogo) and comparison between the US and Japan in dating and marriage. The last book of Yamada and Shirakawa was published in 2013. It describes the limitation of *konkatsu*, effects of *konkatsu* toward Japanese society, and evolution of *konkatsu* from the local government sector. Yamada and Shirakawa divided the trends of *konkatsu* support from the local governments into three phases. In phase 1, *konkatsu* supports were mainly meeting event, and lectures and seminars. In phase 2, the main supports were matching service and bigger scaled meeting event, *machi-kon* (街コン, a town based meeting event with cooperation of local restaurants, shops and people). And in phase 3, it says community type *konkatsu* support is hard to categorize as government's support.

There was an empirical research conducted by Cabinet Office regarding the municipal governments and NPOs marriage support business in 2010⁹. In Chapter 3 of the research paper, it described the survey result on the approaches of marriage support of local governments and NPOs. It asked current status of marriage support, including the started year, yearly budget, what kinds of marriage support, how many of marriage supports the local governments and NPOs are operating, and also the reasons for operating marriage supports. According to the survey result, it showed that 31

⁹ Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

prefectures out of 47 were operating marriage support business. It also covered seven prefectures (Yamagata, Ibaraki, Hyogo, Nara, Shimane, Ehime, and Nagasaki), nine cities, towns and villages, and four NPOs as case studies.

But five years has been passed since then, and 43 prefectures are operating marriage support now. The numbers of research samples increased in five years, but above literatures are not showing the whole trends of *konkatsu* support, especially in prefecture level, and exactly what each prefectures are operating. It is needed to be observed and analyzed all the prefectures that are operating *konkatsu* support to present the new phenomenon of Japanese society which became more public matter with the Japanese prefectural governments' *konkatsu* support.

3. Research Questions & Methodology

Yamada and Shirakawa's books are valuable to understand *konkatsu* phenomenon in Japanese society especially in private sectors and people's recognition toward *konkatsu* and *konkatsu* support. From the Cabinet Office's research, it covered 1,745 areas (prefectures, cities, villages, and towns) and NPOs. Except those seven prefectures, other 24 (in 2010 research, the total number of operating *konkatsu* support prefectures were 31) prefectures' support information was not available.

Through empirical research, this paper would like to observe what kinds of support businesses are being operated in each prefecture for their citizens' *konkatsu*. Also, which division in prefectural government is in charge of operating *konkatsu* support and how much the divisions set budget for operating *konkatsu* support would

be necessary to find. Because the divisions in charge are the frontline of supporting *konkatsu*, but none of the previous papers have mentioned about it.

In this research, the main resources are prefectural governments' official websites, because it is the fastest and direct way to find what governments' are operating. The ideal research methods are conducting field study or case study to look into details and things as it is. However, it has many limitations to conduct field study or in-depth case study on a particular prefecture. But, observing all of the prefectures' *konkatsu* support would be also very helpful and a valuable research to find the trends of prefectural governments' support.

The reason for observing the webpages that each prefecture is operating is because the webpage was mostly used for advertising meeting events (advertising meeting business 'by homepage' got 78.4 percent from prefectures and 71.6 percent from municipal offices) according to the Cabinet Office operated survey in 2010¹⁰. For gathering information regarding marriage, I put some key words such as “結婚支援 (marriage support)”, “結婚 (marriage)”, “婚活支援 (*konkatsu* support)” and “婚活 (*konkatsu*)” in the prefecture website searching blank. If there were no results with those key words, next key words were “少子化 (low fertility)”, and “少子化対策 (low fertility measure/policy)”. It is because the central government's subsidy was under the title of low fertility measure¹¹.

¹⁰ Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

¹¹ Subsidy for Strengthening the Low Fertility Policy in Local Areas
(地域少子化対策強化交付金)

From all of the prefectures, I found 43 prefectures that are conducting separate websites or webpages regarding *konkatsu* support (see Appendix 1 for the separate websites). And I visited government webpages (Cabinet Office, Statistic Bureau, and Ministry of Health, Labour and Welfare), and newspapers to compensate and to support analyzing the actual conditions of prefectural governments' support.

CHAPTER II. GOVERNMENT'S INTERVENTION ON MARRIAGE

1. Government's Intervention on Marriage in 1980s

According to Quah and Kumagai (2015), Takamura (1963) divided Japanese marriage trends by the historical order. The first marriage style was the group or horde marriage in the Jyomon and Yayoi periods. Jump into the Muromachi era, another type of marriage emerged. The *yometori-kon* (嫁取婚) was an arranged marriage between two families (Kim, 2002), and it was led by the groom's family. Then, since when had the modern type of arranged marriage appeared in Japan? Quah and Kumagai described in their paper as below.

“The *miai-kekkon* (見合い結婚, arranged marriage) system spread through all classes of Japanese society at the beginning of the Meiji period. Prior to that, it had been common only among samurai families, as they often needed to arrange unions across long distances to match their social standing” (Quah and Kumagai, 2015, p.117).

As Japan was modernizing, the recognition toward marriage changed as well. It was considered a ceremony to obtain social approval by gaining families' approval, rather than the union of two families (Kim 2002). Up to the middle of 1960s, arranged marriage was the mainstream way to get married. According to the 14th Survey (2010)

conducted by National Institute of Population and Social Security Research (IPSS), during 1930 ~1934, 69 percent of Japanese marriage was arranged marriage. However, along with the modernization and liberalization, the western concept of love and individualism spread out, and Japanese marriage also changed considerably (Kim, 2002; Yamada and Shirakawa, 2008; Quah and Kumagai, 2015). Arranged marriage rate was declining gradually, while love marriage rate was increasing. Regarding the survey, love marriage rate exceeded arranged marriage rate during 1965-1969, and the gap between two types became bigger and bigger.

Marriage has turned to personal issue, and it is based on individual desires, democratic contracts, and self-development (originally Giddens 1991, recited from Nemoto 2008). Although the notion that marriage is an individual's choice is taking a large proportion, the Japanese governments (both central and prefectural) have tried and are trying to intervene on individuals' marriage. The first case was the marriages of rural area in 1980s. Japanese municipal governments in Yamagata prefecture and Wakayama Prefecture had grave situations that there was shortage of unmarried women, also known as 'farm successors' marriage problem' or 'bride drought' (Knight, 1995; Ando, 2009). Therefore the municipal governments invited young women from the Philippines, Korea and China to be brides of the farm successors (Nitta 1988; Shinozaki 2004). However, the public opinions on government's intervention on marriage were not positive, because in 1980s' marriage had been still a private part.

Another example of farm successors' marriage problem was speared in Takine-cho (滝根町) in Fukushima (福島県). According to Hwang (2004), Takine-cho

set up a sisterhood relationship with Kawaguchi-shi (川口市) in early 1980s. With the sisterhood relationship, two city and town cooperated with developing market of agricultural products, and held events for unmarried men and women. The events were meeting events that mainly women from Kawaguchi-shi invited to Takine-cho and met unmarried men in the town. But the events were stopped because it was hard to find seriousness in meetings among participants.

2. Government's Intervention on Marriage in 2000s, *Konkatsu* Support

With the two cases above, Japanese marriage support from the government was more likely to disappear. Both interventions were occurred in rural area in 1980s. However, the situation has been changed as entered into year 2000. Government's support has been expanded, and it is not limited to rural areas. Now, 43 prefectures out of 47 prefectures are operating *konkatsu* support business for individuals' marriage. Not only in prefecture level, but also the central government had set policy and subsidy for marriage.

Research Paper on Marriage and Forming Family in 2010
(平成22年度結婚・家族形成に関する調査報告書) conducted survey by Cabinet Office, 31 prefectures were conducting *konkatsu* support business, 5 prefectures had conducted, and 11 prefectures had never conducted *konkatsu* support business. Among the 31 prefectures that were conducting *konkatsu* support business in 2010, two prefectures started the support before 2000, 23 prefectures started in between 2001 and

2008, and 6 prefectures started after 2009. With yearly budget for *konkatsu* support among 31 prefectures, 8 prefectures had set budget less than 2,000 thousand yen, and 22 prefectures had set more than 2,000 thousand yen. For the reasons of conducting *konkatsu* support business, “reduction in function of marriage (matchmaking) that was operated by family, community and workplace” was selected from 23 prefectures, and “reduction in the vitality of the region” was selected from 19 prefectures among 31 prefectures. For the numbers of operating *konkatsu* support business, 18 prefectures were conducting only one business, 6 prefectures were conducting two businesses, 4 prefectures were conducting 3 businesses, and 3 prefectures were conducting more than 4 businesses.

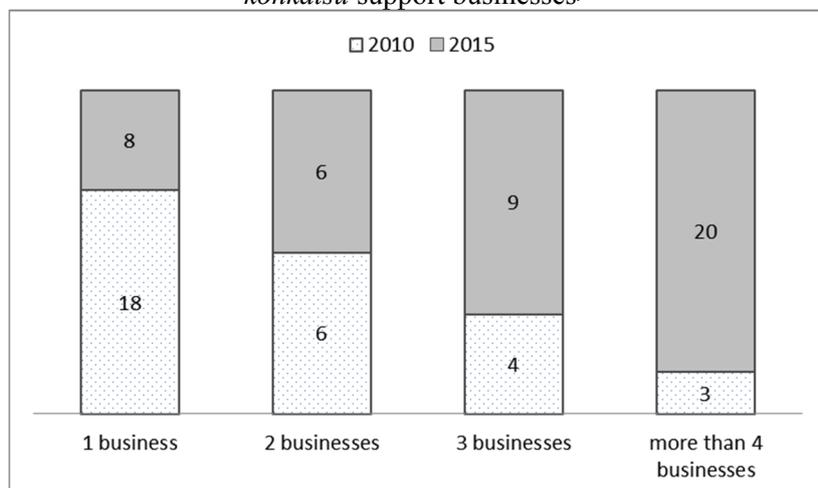
<Table 1. Comparison between 2010 and 2015>

	2010	2015
Number of Supporting Prefectures	66% (31 out of 47)	91% (43 out of 47)
Proportion of prefectures with budget more than 2,000 thousand yen	71% (22 out of 31)	100% (20 out of 20)
Proportion of prefectures that operating only 1 business	58.1% (18 out of 31)	19% (8 out of 43)

(Note: This table is based on the Cabinet Office Research in 2010¹², and author’s own research in 2015. For budget and number of operating business of 2015, see Appendix 2 and Table 3)

¹² Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

<Graph 1. Comparison between 2010 and 2015 with the numbers of conducting *konkatsu* support businesses>



(Note: This table is based on the Cabinet Office Research in 2010¹³ and author's own research in 2015)

Compare to the research conducted in 2010 by Cabinet Office, numbers of operating prefectures increased for five years. As the <Table 1> shows, 12 prefectures newly started *konkatsu* support business in between 2010 and 2015. Among the *konkatsu* supporting prefectures that could be observed in prefecture budget 2015, 100 percent have noted more than 2,000 thousand yen. Also, prefectures are providing various types of supporting business. The proportion of prefectures that are operating only one business decreased, and as <Graph 1> shows, twenty prefectures are operating more than four businesses simultaneously in 2015. This can provide unmarried people more options. The status of 2015 will be discussed more in Chapter III.

¹³ Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

CHAPTER III. PREFECTURAL GOVERNMENTS'

KONKATSU SUPPORT

1. Divisions in Charge of *Konkatsu* Support

As visiting 47 prefectures' official websites and searching for *konkatsu* support, I found information on divisions that are in charge of *konkatsu* support. Except four prefectures that are not operating *konkatsu* support, 43 prefectures' divisions are like the table below.

<Table 2. Prefecture's Division that is in charge of *konkatsu* support >

	Prefecture	Department in Charge
1	北海道 Hokkaido	保健福祉部 子ども未来推進局 子ども子育て支援課 Health and Welfare Department, Children Future Promotion Bureau, Childrearing Support Division
2	青森県 Aomori	こどもみらい課 子育て支援グループ Children Future Division, Childrearing Support Group
3	岩手県 Iwate	保健福祉部 子ども子育て支援課 少子化・子育て支援担当 Health and Welfare Department, Childrearing Division, Low Fertility and Childrearing Support Part
4	宮城県 Miyagi	保健福祉部 子育て支援課 Health and Welfare Department, Childrearing Support Division
5	秋田県 Akita	企画振興部 人口問題対策課 Planning Promotion Department, Population Problem Measures Division

6	山形県 Yamagata	子育て支援課 少子化対策担当
		Childrearing Division, Low Fertility Measures Part
7	福島県 Fukushima	こども未来局 こども・青少年政策課
		Children Future Bureau, Children and Youth Policy Division
8	茨城県 Ibaraki	保健福祉部 子ども家庭課
		Health and Welfare Department, Children and Families Division
9	栃木県 Tochigi	健康福祉部 こども政策課 子育て環境づくり推進担当
		Health and Welfare Department, Children Policy Division, Building Childrearing Environment Promotion Part
10	群馬県 Gunma	健康福祉部, こども未来局, 少子化対策・青少年課
		Health and Welfare Department, Children Furues Bureau, Low Fertility Measure and Youth Division
11	埼玉県 Saitama	福祉部 少子政策課
		Welfare Department, Low Fertility Policy Division
12	千葉県 Chiba	健康福祉部 児童家庭課 少子化対策室
		Health and Welfare Department, Children and Families Division, Low Fertility Measure Office
13	東京都 Tokyo	Not Available
14	神奈川県 Kanagawa	Not Available
15	新潟県 Niigata	福祉保健部 児童家庭課 少子化対策・保育係
		Welfare and Health Department Children and Families Division, Low Fertility Measure and Childcare Part
16	富山県 Toyama	観光・地域振興局 地方創生推進室
		Tourism and Regional Industry Promotion Bureau, Local Creation Promotion Office

17	石川 県 Ishikawa	健康福祉部 少子化対策監室
		Health and Welfare Department, Low Fertility Measure Supervision Office
18	福井 県 Fukui	総合政策部 ふるさと県民局 女性活躍推進課
		General Policy Department, Hometown Citizens Bureau, Women's Living Promotion Division
19	山梨 県 Yamanashi	企画県民部 県民生活・男女参画課
		Planning Citizens Department, Citizens' Living, and Men and Women's Participation Division
20	長野 県 Nagano	県民文化部 次世代サポート課
		Citizens' Culture Department, Next Generation Support Division
21	岐阜 県 Gifu	健康福祉部 子ども・女性局 子育て支援課
		Health and Welfare Department, Children and Women Bureau, Childrearing Support Division
22	静岡 県 Shizuoka	健康福祉部 こども未来局 こども未来課
		Health and Welfare Department, Children Future Bureau, Children Future Division
23	愛知 県 Aichi	健康福祉部 子育て支援課 計画・推進グループ
		Health and Welfare Department, Childrearing Division, Planning and Promotion Group
24	三重 県 Mie	健康福祉部 子ども・家庭局 少子化対策課
		Health and Welfare Department, Children and Families Bureau, Low Fertility Measure Division
25	滋賀 県 Shiga	Not Available
26	京都 府 Kyoto	健康福祉部 少子化対策課
		Health and Welfare Department, Low Fertility Measure Division
27	大阪 府 Osaka	福祉部 子ども室 子育て支援課
		Welfare Department, Children Office, Childrearing Support Division

28	兵庫県 Hyogo	健康福祉部こども局こども政策課
		Health and Welfare Department, Children Bureau, Children Policy Division
29	奈良県 Nara	健康福祉部こども・女性局 子育て支援課 (なら結婚応援団担当)
		Health and Welfare Department, Children and Women Bureau, Childrearing Support Division (Nara Marriage Cheering Part)
30	和歌山県 Wakayama	福祉保健部 福祉保健政策局 子ども未来課
		Welfare and Health Department, Welfare and Health Policy Bureau, Children Future Division
31	鳥取県 Tottori	福祉保健部 子育て王国推進局
		Welfare and Health Department, Childrearing Kingdom Promotion Bureau
32	島根県 Shimane	健康福祉部 青少年家庭課 子ども・子育て支援室
		Health and Welfare Department, Youth Family Division, Children and Childrearing Support Office
33	岡山県 Okayama	保健福祉部 子ども未来課
		Health and Welfare Department, Children Future Division
34	広島県 Hiroshima	健康福祉局 子育て・少子化対策課
		Health and Welfare Bureau, Childrearing and Low Fertility Measure Division
35	山口県 Yamaguchi	健康福祉部 こども政策課少子化対策推進班
		Health and Welfare Department, Children Policy Division, Low Fertility Measure Promotion Group
36	徳島県 Tokushima	県民環境部 次世代育成・青少年課
		Citizens Environment Department, Next Generation Nurturing and Youth Division
37	香川県 Kagawa	健康福祉部 子育て支援課
		Health and Welfare Department, Childrearing Support Division
38	愛媛県 Ehime	保健福祉部 子育て支援課
		Health and Welfare Department, Childrearing Support Division

39	高知県 Kochi	地域福祉部 少子対策課
		Regional Welfare Department, Low Fertility Measure Division
40	福岡県 Fukuoka	福祉労働部 子育て支援課
		Welfare and Labour Department, Childrearing Support Division
41	佐賀県 Saga	くらし環境本部 こども未来課
		Living Environment Headquarter, Children Future Division
42	長崎県 Nagasaki	福祉・保健部 こども未来課
		Welfare and Health Department, Children Future Division
43	熊本県 Kumamoto	健康福祉部 子ども未来課
		Health and Welfare Department, Children Future Division
44	大分県 Oita	福祉保健部 こども子育て支援課少子化対策班
		Welfare and Health Department, Children and Childrearing Division, Low Fertility Measure Group
45	宮崎県 Miyazaki	福祉保健部 こども政策局 こども政策課
		Welfare and Health Department, Children Policy Bureau, Children Policy Division
46	鹿児島県 Kagoshima	総務部 県民生活局 青少年男女共同参画課
		General Affairs Department, Citizens Living Bureau, Youth, and Men and Women's Participation Division
47	沖縄県 Okinawa	Not Available

(Note: English name of divisions are author's own translation)

Among 43 prefectures, 37 prefectures' divisions, which are in charge of *konkatsu* support, are related to “Low fertility measure”, “Children”, or “Childrearing” division. And, six prefectures assigned *konkatsu* support to other divisions. Akita

assigned *konkatsu* support to “Population Problem Measures Division (人口問題対策課)”, Fukui assigned to “Women’s Living Promotion Division (女性活躍推進課)”, Yamanashi assigned to “Citizens’ Living, and Men and Women’s Participation Division (県民生活・男女参画課)”, Nagano assigned to “Next Generation Support Division (次世代サポート課)”, Tokushima assigned to “Next Generation Nurturing and Youth Division (次世代育成・青少年課)”, and Kagoshima assigned to “Youth, and Men and Women’s Participation Division (青少年男女共同参画課)”.

It shows 86 percent of *konkatsu* supporting prefectural governments are taking *konkatsu* support as a part of “Low fertility measure”, “Children” or “Childrearing”. Among 6 prefectures, those are operating *konkatsu* support by different divisions from 37 prefectures, Akita and Yamanashi have “Children” or “Childrearing” related divisions separately. This implies that *konkatsu* support of Akita and Yamanashi are taken as separate government business. But for Akita, “Low fertility measure” is also cared by “Population Problem Measures Division (人口問題対策課)”, so it is hard to say they are completely separated. For Fukui, it shares the information with “Children and Family Division (子ども家庭課)”, but “Women’s Living Promotion Division (女性活躍推進課)” is taking the main role for *konkatsu* support. And, Tokushima’s “Next Generation Nurturing and Youth Division (次世代育成・青少年課)” is in charge of “Low fertility measure” as well. Nagano and Kagoshima assigned it to different divisions, but the information of *konkatsu*

support was under the category of “Low fertility measure”. In other word, 42 prefectures’ *konkatsu* supports are related to “Low fertility measure”, “Children” or “Childrearing” parts.

2. Budget for *Konkatsu* Support

For operating *konkatsu* support, prefectures demand budget to the central government¹⁴. From my research, twenty prefectures have demanded *konkatsu* supporting budget in 2015. And, twelve other prefectures have demanded *konkatsu* supporting budget in conjunction with low fertility measure budget.

In this part, twenty prefectures, which have demanded *konkatsu* budget separately, will be discussed. The average budget amount of twenty prefectures is 30,270.5 thousand yen. I classified prefectures by the amount of demanded budget. One prefecture (Tochigi) has demanded budget below 5,000 thousand yen. Prefectures in between 5,001~10,000 thousand yen are Saitama and Okayama. Prefectures in between 10,001~15,000 thousand yen are Mie, Wakayama, Nagasaki, Tottori, Ehime, Nagano, Aomori, and Ishikawa. Toyama, Akita, Hiroshima, and Niigata demanded in between 20,000~50,000 thousand yen. Yamagata, Shimane and Kyoto demanded *konkatsu* support budget in between 50,001~100,000 thousand yen, and Hyogo demanded more than 100,000. The lowest amount is 4,641 thousand yen from Tochigi, and the highest amount is 108,342 thousand yen from Hyogo.

¹⁴ See Appendix 2

<Table 3. Prefectures' Budget for marriage support 2015>

Prefecture	Budget (1000 yen)	Title	Description
青森県 Aomori	14,591	Meeting and Marriage Cheering Business	Running a positive campaign through TV commercial Building a network and providing information through Aomori Meeting Support Center
秋田県 Akita	36,219	Meeting and Marriage Support Business	Putting effort to meeting and marriage support by matching service and visiting counsel service through Akita Marriage Support Center
山形県 Yamagata	53,000	Happy Life Project Business	To strengthen the function of Yamagata Marriage Support Center To implement marriage support cooperate with companies To support matchmaking supporters for holding consultation meeting with parents of singles To enforce the atmosphere through Yamagata <i>Konkatsu</i> Cheer Team Plus To promote marriage support for outside prefecture single women
栃木県 Tochigi	4,641	Meeting Support Business	Expense for making 'meeting place' Expense for marriage supporter
埼玉県 Saitama	5,956	SAITAMA <i>Konkatsu</i> Commission Business	To sponsor marriage support events that are using prefecture's regional resources
		Marriage Support Network Business	To build network among public groups in cities, towns and villages that are implementing marriage support business
新潟県 Niigata	47,483	'Your <i>Konkatsu</i> ' Cheering Project	Cooperating with related parties and implementing a model business to support <i>konkatsu</i>
		Meeting Support Business	Providing meeting event planning consultation and advises

富山県 Toyama	24,000	Marriage Support Center Business	Support for men and women who want to get married
		Genki Toyama Machi-kon Cheering Business	Supporting meeting events
石川県 Ishikawa	15,000	Marriage Support Promoting Business	Establishing Ishikawa Marriage Support Promoting Conference Increasing matchmakers Implementing interaction between matchmakers Building Marriage Support Information Portal Site
長野県 Nagano	14,349	Meeting Cheering Project Business	Exchanging information between supporters and marriage counselling offices in cities, towns and villages Establishing Nagano <i>Konkatsu</i> Coordinator to support matching service and marriage Support <i>Konkatsu</i> Supporters to take lectures for skill up Hosting <i>konkatsu</i> seminars Setting Support desk to support Nagano Marriage Matching System
三重県 Mie	10,494	Meeting Support	Meeting and marriage support
京都府 Kyoto	77,160	Marriage Support	Establishing Kyoto Marriage Total Support Center Providing young people to design their lives Implementing intensive positive campaign regarding marriage and childrearing
兵庫県 Hyogo	108,342	UIJ Turn Meeting Support Center Business	Establishing Hyogo Meeting Support Center branch office in Tokyo to support unmarried people who are not living in Hyogo Allocating a coordinator to the branch office
		Meeting and Marriage Support Business	Operating Hyogo Meeting Support Center

和歌山県 Wakayama	12,971	Marriage Support Business	Hosting <i>konkatsu</i> event Establishing marriage support system across the prefecture
鳥取県 Tottori	13,398	<i>Konkatsu</i> Cheering Project Business	<i>Konkatsu</i> Cheering Project Business
島根県 Shimane	74,369	Meeting Cheering Business	Supporting Shimane Happy Coordinator Establishing Marriage Support Center Supporting marriage cheering companies to register Happy Coordinator Supporting Shimane Matching Service Business Training meeting event coordinator Implementing marriage positive campaign Hosting lectures for designing life plan Conducting an attitude survey regarding marriage
岡山県 Okayama	8,694	Marriage Support Center Promoting Business	Establishing and operating a hub to support young people who want to get married and marriage supporters
広島県 Hiroshima	42,642	Meeting and Marriage Support	Appointing private organizations that are supporting marriage as Hiroshima Meeting Supporters Developing young people's attitude toward marriage through media Cooperating with private organizations to host seminars Operating Hiroshima Meeting Support Center
香川県 Kagawa	15,000	Meeting Cheer Team Business	Strengthening sending information regarding marriage support event
愛媛県 Ehime	13,800	Marriage Support Center Operating Business	Operating Ehime Marriage Support Center
長崎県 Nagasaki	13,300	Marriage Support Business	Establishing <i>konkatsu</i> support center to strengthen support for matching supporters

鳥取県 Tottori	13,398	<i>Konkatsu</i> Cheering Project Business	<i>Konkatsu</i> Cheering Project Business
島根県 Shimane	74,369	Meeting Cheering Business	Supporting Shimane Happy Coordinator Establishing Marriage Support Center Supporting marriage cheering companies to register Happy Coordinator Supporting Shimane Matching Service Business Training meeting event coordinator Implementing marriage positive campaign Hosting lectures for designing life plan Conducting an attitude survey regarding marriage
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(Source: Prefecture's Official Websites)

Also, from the budget 2015, prefectural governments are trying to cooperate with other players and to involve more supporters. And some prefectures are trying to broaden their *konkatsu* support. For example, Yamagata has set budget under the purpose of promoting marriage support for outside prefecture single women, Saitama is trying to build network among public groups in cities, towns and villages, Hyogo is trying to establish branch office in Tokyo to support unmarried people who are not currently living in Hyogo, but who wants to come back to Hyogo, or who wants to live in Hyogo in the future. Wakayama is trying to establish marriage support system across the prefecture.

3. Kinds of *Konkatsu* Support Business

43 prefectures (91.5 percent) are operating *konkatsu* support in various ways. Tokyo, Kanagawa, Shiga, and Okinawa are not operating *konkatsu* support in prefecture level. According to the Cabinet Office's research in 2010¹⁵, it classified *konkastu* support into five categories:

- 1) meeting event
- 2) lecture
- 3) counselling
- 4) economic support
- 5) others

¹⁵ Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

However, according to my research based on the *konkatsu* support websites that each prefecture is operating, there are more than five kinds. In this paper, I classified the *konkatsu* support into eight categories:

- 1) meeting event
- 2) matching service
- 3) lecture and seminar
- 4) *konkatsu* supporter and cheer team
- 5) economic support
- 6) e-mail magazine and social networking service
- 7) companies' interaction
- 8) offering various information

The details will be described as below.

1) Meeting event

41 out of 43 prefectures (95 percent) that are operating *konkatsu* support business are displaying information of meeting events on their websites: Hokkaido, Aomori, Iwate, Akita, Yamagata, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Chiba, Niigata, Toyama, Ishikawa, Fukui, Yamanashi, Nagano, Gifu, Shizuoka, Aichi, Mie, Kyoto, Hyogo, Nara, Wakayama, Tottori, Shimane, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, Ehime, Kochi, Fukuoka, Saga, Nagasaki, Kumamoto, Oita,

Miyazaki, and Kagoshima. Among 41 prefectures, Miyagi and Chiba have posted outer links of cities' and towns' *konkatsu* supporting information. Ibaraki has own portal site, but to access to see the lists of meeting events, users have to click another outer link. Osaka contains a sector for 'marriage' on its "Fami Navi (Osaka *Konkatsu* and Childrearing Cheer Site)", but no information is available on meeting events.

Meeting event is literally an event to meet people. Prefectures are providing unmarried people a chance to meet partners through events. Some prefectures require membership to participate in meeting events, but usually meeting events do not require membership. Any qualified people (unmarried, sometimes there are age limitation, and residence limitation) can apply for each meeting events and if it is available, they can enjoy the meeting events.

Meeting events are varying. It can be divided into four types; (a) party meeting event, (b) experiential meeting event, (c) tourism meeting event, and (d) regional activity meeting event.

(a) Party type

Party type can be the basic style of meeting event, and similar to *go-kon*. Numbers of people (usually same numbers for each men and women) come to a restaurant or any places that hosts provide, and have time to know each other while eating and drinking.

(b) Party type (including other activities)

This type is some activities are added to the party type above. For example, participants attend cooking class first, and after that, they have a little party together (Tochigi). Also, by enjoying hobbies, participants are spending more time to know each other (Nagasaki). For the party type including other activities, those activities usually are sports or cooking.

(c) Tourism type

Tourism type is a combination of tour and meeting event. Participants can spend relatively longer time together than other types of meeting events. They can visit tour places inside their living prefectures or they can visit other prefectures as well. Visiting aquarium in Yamagata (Yamagata), and traveling to Kobe City from Ehime (Ehime) are the examples.

(d) Community service type

Community service type can be forms of volunteer activities, agricultural activities. In Kyoto, participants cleaned some places in pairs and had tea time all together, and in Tochigi, single men who employed in agriculture and single women had time to experience strawberry harvest.

2) Matching service

15 out of 43 prefectures (35 percent) are operating matching service: Akita, Yamagata, Ibaraki, Tochigi, Toyama, Ishikawa, Fukui, Yamanashi, Nagano, Gifu, Hyogo, Shimane, Ehime, Saga, and Oita.

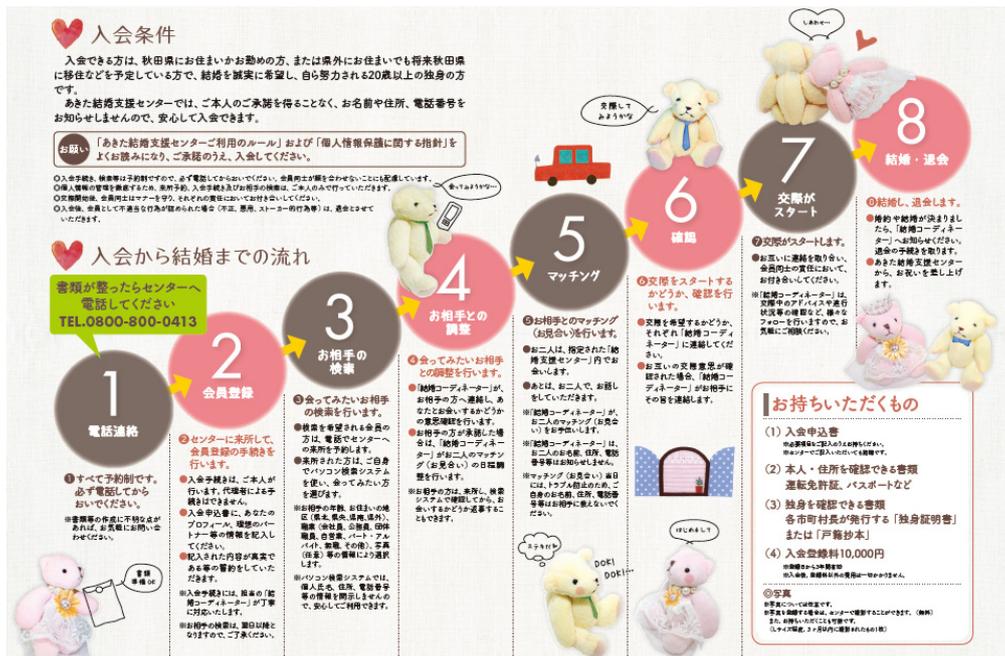
It is a form of one to one meeting that is arranged in advance. Therefore, it requires registration and registration fee. For one to one matching, prefectures require more information than meeting events. The process from the registration to the marriage is almost the same in 15 prefectures. I selected Akita as an example, because it provides a pamphlet shows the steps of the process very well, and its *konkatsu* support center (NPO Akita Marriage Support Center) take matching service as the main activity.

<Example: NPO Akita Marriage Support Center, Akita>

NPO Akita Marriage Support Center was established by Akita in 2009, the Center is cooperating with 33 organizations including Akita, cities, towns, and villages. There exist three center offices, in Odate City, Akita City, and Yokote City.

For using matching service, the centers require membership registration. Qualifications for applying the center are: people who are living in Akita, or working in Akita, or planning to move into Akita in future, and those who are single and age over twenty, and sincerely willing to get married. To apply and to search matching partners, everyone needs to make reservations to the centers in advance, so that members not facing each other. Applicants

need to submit application form, ID card or passport, single-certification (or an abstract of the census register), a profile picture and registration fee (10,000 yen). The duration of membership is three years from the registered date.



The process of matching service after ①being a member is ②searching for a desiring partner by using PC provided in Centers, ③select a member and ask to the Center for matching, ④marriage coordinator asks the selected member whether he or she would accept the meeting, ⑤two people will meet at one of the Centers' offices, ⑥each person contacts to the marriage coordinator and ⑦two people start dating. The marriage coordinator will care for the couple. ⑧Once the couple decided to get

married, inform the marriage coordinator and two people can leave the Akita Marriage Support Center.

3) Lecture and Seminar

12 out of 43 prefectures (28 percent) are conducting lectures or seminars for unmarried people. Hokkaido, Saitama, Toyama, Ishikawa, Nagano, Gifu, Aichi, Mie, Kyoto, Nara, Ehime, and Kochi are providing lectures and seminars.

Lectures and seminars' main subjects are how to do *konkatsu* better. Lectures and seminars can make changes in recognitions toward marriage and in actions toward marriage. Participants can learn how to improve one's communication skill, how to improve fashion style, how to understand opposite sexes, how to succeed in doing *konkatsu*, and so on.

Lectures and seminars are usually open as one-time session, but Ehime implemented as a serial program, with well-knit sessions.

<Example: *Konkatsu Daigaku* (婚活大学), Ehime>

Ehime started “*Konkatsu Daigaku* (*Konkatsu University*)” from October 2014. It is an extension form of lecture and seminar, it has curriculum just like a college lecture. *Konkatsu Daigaku* is opening courses for unmarried people and also for *konkatsu* supporters.

The 2014 *Konkatsu Daigaku* for unmarried people had four sessions:

1. Keynote Speech - “*Kon-gaku* (婚学)” classroom to success in getting marriage
2. Way to *Konkatsu*
3. Let’s take good care of yourself
4. Let’s find the gemstone

The sessions for *konkatsu* supporters were:

1. Keynote Speech - “*Kon-gaku* (婚学)” classroom to success in getting marriage
2. Foundation Course: Case studies of volunteer activities of Ehime Marriage Support Center
3. Advance and practical course: Workshop guide for single course participants

The courses for singles are divided into lectures for men, and lectures for women. But the contents of lectures are the same. Unmarried men and women ages over twenty could attend the session for free. The courses for *konkatsu* supporters, everyone who is over twenty with their ages could attend and it is also free of charge. The sessions were divided into foundation courses and advance and practical courses.

With this serial lectures, unmarried people can get a chance to learn step by step on doing *konkatsu*. Also for the *konkatsu* supporters, they can get chances to learn systematically.

4) *Konkatsu* Supporter and Cheer Team

65 percent (28 out of 43 prefectures) are conducting *konkatsu* supporters or cheer teams. Some prefectures are conducting both. Aomori, Akita, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Toyama, Fukui, Yamanashi, Nagano, Gifu, Mie, Kyoto, Nara, Wakayama, Tottori, Shimane, Hiroshima, Yamaguchi, Tokushima, Kagawa, Ehime, Kochi, Fukuoka, Nagasaki, Oita and Kagoshima. Are the prefectures own *konkatsu* supporters or cheer teams.

Konkatsu supporters are volunteer workers who support *konkatsu* and marriages. *Konkatsu* supporters can work as a counselor, an advisor, a matchmaker or a coordinator. *Konkatsu* cheer teams are not individuals but a form of group. Cheer team can support by planning and implementing *konkatsu* events.

Nagano has both individual *konkatsu* supporters and *konkatsu* cheer team.

<Example: Happiness Navi Shinshu, Nagano>

(a) Happiness Shinshu *Konkatsu* Supporter – Individual

Submit an application form, a pledge and a copy of ID card to Citizens' Culture Department, Next Generation Support Division. To be a supporter, applicants should take training courses and when they finished, prefecture issue a supporter certification and a supporter ID card. After receiving the permission, supporters can share information and take advanced training course to support better.

Activities:

- Counseling about meeting and providing matchmaking
- Provide meeting event information
- Provide positive image of marriage and counseling about marriage
- Cooperate with prefecture's marriage support businesses
- Support single men and women who want to get married

(b) Happiness Shinshu *Konkatsu* Cheer Team – Companies and Groups

Submit an application form and a pledge to Citizens' Culture Department, Next Generation Support Division. To be a cheer team, applicants should take training courses and when they finished, prefecture issue a cheer team certification. After receiving the permission, cheer team can advertise events to the portal site, can get positive images, and can get support from the prefecture with simple steps.

Activities:

- Planning and implementing *konkatsu* events for singles. Parties, cultural activities, sports activities, volunteer activities, *konkatsu* seminars and so on.

More than half of the *konkatsu* supporting prefectures are receiving support from their citizens. The *konkatsu* supporters are participating in prefectures' *konkatsu* support business out of their own free wills.

5) Economic Support

There are not many prefectures that are conducting economic support for *konkatsu*. Osaka and Saitama are giving economic support, but the existed economic supports were not for *konkatsu*. Both prefectures are supporting housing fee for newly married people. However, Saitama is trying to give subsidy for *konkatsu* event, from 2015.

<Example: SAITAMA *Konkatsu* Commission Business, Saitama>

SAITAMA *Konkatsu* Commission Business has started from May 2015. This business is to sponsor marriage support events that are using prefecture's regional resources. Regional resources can be (a) cultural heritage and tourism resources (shrines and temples), (b) using of the prefecture agricultural products (fruit picking, vegetable harvesting, and cooking experiences), (c) using of prefecture industries (dyeing, Japanese paper, sake, and bicycle), and (d) others, events planned by using prefecture resources to raise the charm of Saitama.

< Table 4. Maximum amount of subsidy >

Classification	Maximum Amount (yen)
Participants more than 100 people	200,000
Participants 70 people or more and less than 100 people	150,000
Participants 40 people or more and less than 70 people	100,000

Subsidies can be used for external lecturer, transportation expenses, supplies expenses, fuel costs, food costs, printing costs, communication costs, insurance fee, commission fee and rental fee.

Those groups which want to receive subsidies should submit their proposals to Welfare Department, Low Fertility Policy Division by deadline (June 26, 2015).

6) E-mail Magazine and Social Networking Service

To provide more information, prefectures are sending e-mail magazines or using social networking services, twitter and facebook. Once registered by their e-mails or get connection with the prefectures' social networking service accounts, people can receive information related to meeting events or seminars automatically.

20 prefectures out of 43 prefectures (47 percent) are sending mail-magazines by e-mail. This is the second largest proportion of businesses that prefectures are taking. Aomori, Akita, Yamagata, Fukushima, Ibaraki, Toyama, Yamanashi, Nagano, Mie, Kyoto, Hyogo, Nara, Tottori, Shimane, Kagawa, Ehime, Kochi, Fukuoka, Nagasaki, and Oita are sending information by e-mail to registrants. .

7 prefectures (16 percent) are having accounts for social networking service. Saitama, Fukui, Nagano, Hiroshima, Kagawa, Nagasaki, and Miyazaki are posting newsletters and event notices on their social networking service accounts.

7) Companies' Interaction

7 prefectures are supporting for interactions between companies. Aomori, Akita, Yamagata, Gunma, Fukui, Nagano, and Miyazaki are receiving unmarried employees in form of groups from same company.

Companies' interaction is not an individual level participant, but it participates as a group level. Unmarried employees form a group in a company and register on *konkatsu* support centers. And registered groups can have meeting events each other.

<Example: Companies' Interaction in Fukui Marriage Café, Fukui>

This is one type of *konkatsu* support businesses for companies can support meeting events for unmarried employees. Those single employees should form a group from the same company (members from different companies are also fine), and register as a group membership to the Fukui Marriage Café portal site. When the group leader finishes registration, the leader can receive ID and password. Registration fee is free, and duration is two years.

As mentioned above, the groups can be formed in two types. A. single employees in a same work place and B. single employees from different companies. Both types are requiring signs of human resources managers or supervisors. If there are no signs of human resources manager or supervisors,

need to submit employee card that can prove the company or single certification.

By providing information on companies' interaction on prefectures' *konkatsu* support websites, it can gather attention from not only unmarried people, but also from companies. The process is almost same with other prefectures, but the requirements of forming groups have differences. For instance, Nagano's company interaction business allows married person as a leader of a group. In this case, more than two unmarried people should be the members in that group. The group does not allow members from different companies.

8) Offering information

Prefectures are providing other information on the *konkatsu* support websites as well, such as introducing dating spots (Kyoto, Hiroshima, Saga, and Miyazaki) and campaigns (Aomori, Yamagata and Kagawa). Kagawa also published a book titled "A book that parents are reading to support their children's marriage". All these information is helpful and cheering marriage partner seekers. Prefectures are trying to present as much information as they could by making new contents.

<Example: *Aishiao-mori* Project, Aomori>

Aomori is conducting a “*Aishiao-mori* (愛しあおーもり)” project to give people positive images of marriage. This project tries to deliver the happiness of getting married and having family. There are posters and video clips for CM.



This poster is being posted around the prefecture.



This video clip was taken with real families from the prefecture.

Aomori’s positive campaign is encouraging the participation of its citizens and by using visual materials and media to make the campaign prefecture-widely.

<Example: “A book that parents are reading to support their children’s marriage”, Kagawa>



This book contains: sons’ and daughters’ marriage situation that are different from parents’ generation., daily life *konkatsu* support, and introducing happy stories that have success in marriage that parents supported. It was published in February 2015, and it was distributed free. It is available in online as well.

(http://static.kagawa-ebooks.jp/actibook_data/201503041924_oyabon/_SWF_Window.html)

Prefectures are operating *konkatsu* support within these types of businesses. There are prefectures that are operating meeting events only, but some are operating more than four types at the same time. Below < Table 5> shows the current status of conducting *konkatsu* support businesses in each prefecture. “1” means the prefectures

are conducting the support, and “0” means the prefectures are not conducting the support.

<Table 5. The current status of conducting *konkatsu* support businesses>

	Prefecture	Meeting Event	Matching Service	Lecture Seminar	Supporter & Cheer Team	Economic Support	E-mail Magazine & SNS	Companies Interaction	Offering Information
1	北海道 Hokkaido	1	0	1	0	0	0	0	0
2	青森県 Aomori	1	0	0	1	0	1	1	1
3	岩手県 Iwate	1	0	0	0	0	0	0	0
4	宮城県 Miyagi	0	0	0	0	0	0	0	0
5	秋田県 Akita	1	1	0	1	0	1	1	0
6	山形県 Yamagata	1	1	0	0	0	1	1	1
7	福島県 Fukushima	1	0	0	1	0	1	0	0
8	茨城県 Ibaraki	1	1	0	1	0	1	0	0
9	栃木県 Tochigi	1	1	0	1	0	0	0	0
10	群馬県 Gunma	1	0	0	1	0	0	1	0
11	埼玉県 Saitama	1	0	1	1	1	1	0	0
12	千葉県 Chiba	1	0	0	0	0	0	0	0
13	東京都 Tokyo	Not available							
14	神奈川県 Kanagawa	Not available							
15	新潟県 Niigata	1	0	0	0	0	0	0	0

16	富山県 Toyama	1	1	1	1	0	1	0	0
17	石川県 Ishikawa	1	1	1	0	0	0	0	0
18	福井県 Fukui	1	1	0	1	0	1	1	0
19	山梨県 Yamanashi	1	1	0	1	0	1	0	0
20	長野県 Nagano	1	1	1	1	0	1	1	0
21	岐阜県 Gifu	1	1	1	1	0	0	0	0
22	静岡県 Shizuoka	1	0	0	0	0	0	0	0
23	愛知県 Aichi	1	0	1	0	0	0	0	0
24	三重県 Mie	1	0	1	1	0	1	0	0
25	滋賀県 Shiga	Not available							
26	京都府 Kyoto	1	0	1	1	0	1	0	1
27	大阪府 Osaka	0	0	0	0	1	0	0	0
28	兵庫県 Hyogo	1	1	0	0	0	1	0	0
29	奈良県 Nara	1	0	1	1	0	1	0	0
30	和歌山県 Wakayama	1	0	0	1	0	0	0	0
31	鳥取県 Tottori	1	0	0	1	0	1	0	0
32	島根県 Shimane	1	1	0	1	0	1	0	0
33	岡山県 Okayama	1	0	0	0	0	0	0	0
34	広島県 Hiroshima	1	0	0	1	0	1	0	1
35	山口県 Yamaguchi	1	0	0	1	0	0	0	0

36	徳島県 Tokushima	1	0	0	1	0	0	0	0
37	香川県 Kagawa	1	0	0	1	0	1	0	1
38	愛媛県 Ehime	1	1	1	1	0	1	0	0
39	高知県 Kochi	1	0	1	1	0	1	0	0
40	福岡県 Fukuoka	1	0	0	1	0	1	0	0
41	佐賀県 Saga	1	1	0	0	0	0	0	1
42	長崎県 Nagasaki	1	0	0	1	0	1	0	0
43	熊本県 Kumamoto	1	0	0	0	0	0	0	0
44	大分県 Oita	1	1	0	1	0	1	0	0
45	宮崎県 Miyazaki	1	0	0	0	0	1	1	1
46	鹿児島県 Kagoshima	1	0	0	1	0	0	0	0
47	沖縄県 Okinawa	Not available							
Total		41	15	12	28	2	24	7	7

Among the categories, 1) meeting event takes the largest portion, and 4) Supporter & cheer team and 6) e-mail magazines & SNS follow. But, 5) economic support is not a popular business among prefectures. In that sense, Saitama is trying a new kind of *konkatsu* support business that no other prefectures are conducting.

CHAPTER IV. FINDINGS FROM PREFECTURES’ *KONKATSU* SUPPORT

1. Prefectural Governments’ Role as a Matchmaker

Some prefectures are reporting the number of married couples. In May 2015, Hyogo reported current situation of marriage that related to ‘Hyogo Meeting Support Business’. It achieved 1,000 married couples who met from one of the prefectural *konkatsu* support businesses, which have been counted since 2006. According to the report¹⁶, 4,534 single men and women registered as members in 2014. Another example is Ibaraki Meeting Support Center. There have been 3,294 members, and 1,007 couples got married during 2006~2013. From Akita Marriage Support Center, 600th person since 2011 got married. Also, in 2015 Ehime achieved 500th marriage since 2008. Compare to the numbers of marriage that have been achieved in one year (Statistics Bureau, 2013) - Hyogo 27,826, Ibaraki 14,323, Akita 3,865, and Ehime 6,416 - the numbers that prefectures reported are small, because the reported numbers are presenting accumulated numbers. Even the proportion of achieved marriage by prefecture’s support are less, it cannot be ignored.

Yamada and Shirakawa (2008, p.12-21) claimed that as liberalization in a society proceeds, people are having more choices to make in job searching, and for the result, the gap between excellence and poor became bigger than when there were fewer

¹⁶ ひょうご出会い支援事業における成婚状況等
(http://web.pref.hyogo.jp/governor/documents/g_kaiken20150511_02.pdf)

choices. It applies to partner searching as well. As arranged marriage rate declined, Japanese unmarried people need to find their marriage partners by themselves. To find an ideal marriage partner, it turned out that they have to put more efforts and have to move more actively. Because, the marriage market is open to everyone now.

According to the nation-wide survey¹⁷ of Cabinet Office, 56.4 percent of people, who are unmarried and have intention to get married, raised “cannot meet an appropriate marriage partner” for the reason of not getting married. In the same survey, there was a question that asks “Desiring marriage support business from municipal governments or NPO”, and for the result, 52.3 percent desired “meeting related business” (men 48.4 percent, and women 57.2 percent).

One interesting part of *konkatsu* support movements in Japan is that not only private sector, but public sector is also supporting it. According to Quah and Kumagai (2015, p.118), commercial marriage (matchmaking/ dating) agencies can be classified into three types: go-between marriage counsellors; data matching programs; and internet dating services. Also, commercial marriage agencies plan and operate *konkatsu* events and parties. These works that the commercial marriage agencies have been doing so far, the Japanese prefectural governments are also doing it and furthermore, they are trying to become a “matchmaker”.

As mentioned in Chapter II, prefectural governments’ had selected “reduction in function of marriage (matchmaking) that was operated by family, community and workplace” the most, as one of the reasons they are conducting *konkatsu* support. From

¹⁷ Research Paper on Marriage and Forming Family in 2010
(平成 22 年度結婚・家族形成に関する調査報告書)

this research, we can see that the prefectures are providing chances to meet, cheering unmarried people, sending information and giving advice through the *konkatsu* support businesses. It seems that prefectural governments are trying to revive the function of matchmaking, the Japanese traditional way of getting married. Prefectural governments' *konkatsu* support is alternating the role of family, community and workplace that used to help Japanese people to get married.

2. Administrative Status of Prefectural Governments' *Konkatsu* Support

Prefectural governments' *konkatsu* support is conducted by each division that is in charge of *konkatsu* support business. In Japan, 37 prefectures out of 43, that are operating *konkatsu* support, are putting *konkatsu* support as a part of low fertility measure, children or childrearing related divisions. Remained 6 prefectures are not putting *konkatsu* support as “Low fertility measure”, “Children” or “Childrearing” related divisions. Among those 6 prefectures, only one prefecture (Yamanashi) is taking *konkatsu* support separately from “Low fertility measure”, “Children” or “Childrearing” related parts. This implies that 42 prefectures are dealing *konkatsu* support business as a part of “Low fertility measure”, “Children” or “Childrearing”. The reasons can be found from the central government's policy.

According to the Cabinet Office, *konkatsu* support has been added to low fertility measure under the title of “Seamless marriage, pregnancy, childbirth and childrearing support (結婚・妊娠・出産・育児の切れ目ない支援)”. Also under the

name of ‘Subsidy for Strengthening the Low Fertility Policy in Local Areas (地域少子化対策強化交付金)’, Abe administration had set 3 trillion yen (around \$24.3 billion) of subsidy for supporting local governments’ *konkatsu* support activities in 2013. At the base of this policy, Japanese people’s concept regarding marriage and give birth are strongly related. Japan is a kind of society that giving birth is coming after getting married. Therefore, the government raised a marriage as a reason of low fertility rate, and give subsidy under the purpose of increasing fertility rate.

Along with the central government’s policy, it can be explained why most of the prefectures have put *konkatsu* support business into low fertility measure, children or childrearing related divisions. But it is important to see that deep inside of the central government’s low fertility measure, the Japanese culture and people’s recognition are underlying. The recognition is that marriage takes the first step in forming a family.

CHAPTER V. CONCLUSION

The main theme of this paper was to observe the current status of prefectural governments' *konkatsu* support. With the newly appeared terminology "*konkatsu*", not only in the private sectors, but the public sectors also started to intervene in individual's marriages and *konkatsu*. To observe the prefectural governments' *konkatsu* support, the official websites of each prefecture and its *konkatsu* support websites were used as main source. From the prefecture's official websites, the information on *konkatsu* support websites, responsible divisions, and budgets were found. And from the *konkatsu* support websites, the information of various kinds of *konkatsu* support businesses was found.

Based on the information from the official websites, the current status of all the prefectural governments' *konkatsu* support was analyzed. 43 prefectures out of 47 are conducting *konkatsu* support, and they have *konkatsu* support information on their official websites.

Among 43 prefectures, 41 prefectures' *konkatsu* support businesses were conducted by divisions that are strongly related to low fertility measures, children or childrearing. Only two prefectures are taking *konkatsu* support business separately from the low fertility measures, children or childrearing parts.

From my research, 20 prefectures demanded 2015 budget for *konkatsu* support as an independent item, and all the 20 prefectures demanded more than 4,000 thousand yen. The major purpose of the budgets was mainly to strengthen the supports

for *konkatsu*. In some prefectures, they are wishing to build a network or a support system across the prefectures.

For the kinds of *konkatsu* support business, I classified them to 8 categories, and the most popular *konkatsu* support business was meeting events. 41 prefectures are conducting meeting events. And the least popular *konkatsu* support business was economic support. But Saitama is taking the new way of economic support by giving subsidy to *konkatsu* event.

Above data were not available from the existing researches or literatures. This research overviewed Japanese public sectors' support, especially *konkatsu* support from the prefecture level, for individuals' marriage and *konkatsu*, and the positioning of prefectural governments' *konkatsu* support. As arranged marriage rate decreases, the role of matchmakers also decreased. The matchmaker's role was played by families, communities and workplaces in the past. However, at present, prefectural governments are trying to take the role of matchmaker. It was proved with the kinds of *konkatsu* support, and the purposes of setting budgets.

Another Japanese cultural fact was found by observing the divisions in charge of *konkatsu* support. It stated that the *konkatsu* support business is strongly related to the low fertility measure that the central government decided. And the central government's policy, put marriage as a part of low fertility measure, was decided with the Japanese people's recognition that marriage goes first in forming a family.

This paper was not enough to observe prefectural governments' support for *konkatsu* in more profound level. Also it could not observe the actual result of the

prefectures' *konkatsu* supports. This paper showed general factors of prefectural governments' *konkatsu* support across Japan. Japan's unique *konkatsu* supports from the public sector can be an advanced case study to other countries where are having similar problems with Japan. Next researches can be a form of case study that can explain deep inside of the prefectural government's supports. Also field studies and surveys to the people who are participating in the prefectural governments' *konkatsu* support business can be very valuable resources for understanding Japanese society.

APPENDIX

Appendix 1. Prefectures' Marriage Support Websites

	Prefecture	Name & URL
1	北海道 Hokkaido	結婚・妊娠・出産・育児 総合ポータルサイト「ハグクム」 Marriage, Pregnancy, Childbirth and Childrearing Total Portal Site "Hagukumu(nurture)" http://www.pref.hokkaido.lg.jp/hf/kms/hagukumu.html
2	青森県 Aomori	あおもり出会いサポートセンター Aomori Meeting Support Center http://adsc.jp/
3	岩手県 Iwate	i・出会い応援事業 I Meeting Cheering Business http://www.iwate-silverz.jp/jigyuu/kodomokikin/ イベント案内 HP 原稿/event.html
4	宮城県 Miyagi	結婚・婚活支援情報 Marriage and <i>Konkatsu</i> Support Information http://www.pref.miyagi.jp/soshiki/kosodate/konkatsu.html
5	秋田県 Akita	あきた結婚支援センター Akita marriage support center http://www.sukoyaka-akita.com/
6	山形県 Yamagata	やまがた出会いサポートセンター Yamagata Meeting Support Center http://ymsc-yamakon.net/event.htm
7	福島県 Fukushima	ふくしま若者交流情報ステーション Fukushima Youth Interaction Information Station http://www4.pref.fukushima.jp/koryu/
8	茨城県 Ibaraki	いばらき結婚・子育てポータルサイト Ibaraki Marriage and Parenting Portal Site http://www.kids.pref.ibaraki.jp/kids/kosodatepc/
9	栃木県 Tochigi	とちぎ未来クラブ Tochigi Future Club http://www.tochigi-mirai.jp/deai/about/
10	群馬県 Gunma	ぐんま赤い糸プロジェクト Gunma Red Thread Project http://kodomo.pref.gunma.jp/ai/
11	埼玉県 Saitama	埼玉県結婚・妊娠・出産・子育て応援公式サイト Saitama Marriage, Pregnancy, Childbirth and Childrearing Cheering Official Site http://www.saitama-support.jp/married
12	千葉県 Chiba	結婚支援事業のご案内 Marriage Support Business Information http://www.pref.chiba.lg.jp/jika/sougou/kekkon.html
13	東京都 Tokyo	
14	神奈川県 Kanagawa	

15	新潟県 Niigata	にいがた出会いサポート事業 Niigata Meeting Support Business http://www.pref.niigata.lg.jp/jidoukatei/1246824091701.html
16	富山県 Toyama	とやまマリッジサポートセンター Toyama Marriage Support Center https://www.mscyama.jp/
17	石川県 Ishikawa	いしかわ おやコミ！.net Ishikawa Oyakomi Net http://www.i-oyacom.net/
18	福井県 Fukui	ふくい婚活カフェ Fukui <i>Konkatsu</i> Café https://www.fukui-konkatsucafe.jp/
19	山梨県 Yamanashi	婚活やまなし <i>Konkatsu</i> Yamanashi http://www.pref.yamanashi.jp/kekkon-portal/
20	長野県 Nagano	ハピネスナビ信州 Happiness Navi Shinshu http://happy.nagano-kosodate.net/
21	岐阜県 Gifu	コンサポ・ぎふ Marriage Support Gifu http://konsapo.pref.gifu.lg.jp/
22	静岡県 Shizuoka	めぐりあい交流イベント（婚活イベント、街コン、結婚支援情報） Encounter Interaction Event(<i>Konkatsu</i> Event, Machikon, Marriage Support Information) http://www.pref.shizuoka.jp/kousei/ko-130/meguriai.html
23	愛知県 Aichi	あいこんナビ Aikon Navi http://www.pref.aichi.jp/kosodate/cgi-script/aicon/index.cgi
24	三重県 Mie	みえ出逢いサポートセンター Mie Meeting Support Center https://www.deai-mie.jp/
25	滋賀県 Shiga	
26	京都府 Kyoto	出会いは京都 Meeting is Kyoto https://deai-kyoto.jp/
27	大阪府 Osaka	大阪府婚活子育て応援サイトふぁみなび Osakafu Konkatsu Childrearing Cheering Site FamiNavi http://www.fami-navi.jp/content/index/?a=&s=1&c=&search=
28	兵庫県 Hyogo	ひょうご出会いサポートセンター Hyogo Meeting Support Center http://hdsc.seishonen.or.jp/
29	奈良県 Nara	なら結婚応援団 Nara Marriage Cheering Group http://www.naradeai.pref.nara.jp/
30	和歌山県 Wakayama	わかやま出会いの広場 Wakayama Meeting Square https://www.mirai-kirakira.jp/index.php?/encounter

31	鳥取県 Tottori	とっとり婚活サポート事業 Tottori <i>Konkatsu</i> Support Business http://www.kosodate-ohkoku-tottori.net/kosodateinfo/konkatsu.html
32	島根県 Shimane	しまね少子化対策 Web サイト Shimane Low Fertility Measure Website http://www.pref.shimane.lg.jp/shoshika/
33	岡山県 Okayama	県内市町村における結婚の支援に関する事業の実施状況 Implementation Status of the project on support of marriage in the cities, towns and villages of prefecture http://www.pref.okayama.jp/page/339662.html
34	広島県 Hiroshima	ひろしま出会いサポートセンター Hiroshima Meeting Support Center http://www.ikuchan.or.jp/hirosapo/
35	山口県 Yamaguchi	やまぐち結婚応援団 Yamaguchi Marriage Cheering Party http://www.yamaguchi-kosodate.net/kekkon/
36	徳島県 Tokushima	とくしまはぐくみネット Tokushima Hagukumi (nurturing) Net http://www.tokushima-hagukumi.net/konkatsu/
37	香川県 Kagawa	かがわ出会い応援団 Kagawa Meeting Cheering Party http://kagawa-deai.jp/
38	愛媛県 Ehime	えひめ結婚支援センター Ehime Marriage Support Center http://www.msc-ehime.jp/
39	高知県 Kochi	高知で恋しよ!!応援サイト Let's Love in Kochi!! Cheering Site https://www.koishiyo.pref.kochi.lg.jp/
40	福岡県 Fukuoka	福岡県出会い・結婚応援事業 Fukuoka Meeting, Marriage Cheering Business http://kekkon-ouen.pref.fukuoka.lg.jp/deai2/
41	佐賀県 Saga	しあわせいっぱい418プロジェクト 418 (Filled with happiness) Project http://www.pref.saga.lg.jp/sy-contents/418project/deai/
42	長崎県 Nagasaki	ながさきめぐりあい Nagasaki Encounter http://meguriai-nagasaki.jp/
43	熊本県 Kumamoto	結婚支援 Marriage Support http://www.pref.kumamoto.jp/hpkiji/pub/List.aspx?c_id=3&class_set_id=1&class_id=1113
44	大分県 Oita	おおいた出会い応援センター Oita Meeting Cheering Center https://www.oitadeai.jp/
45	宮崎県 Miyazaki	えんむすびみやざき Marriage Matching Miyazaki http://kodomoseisaku.pref.miyazaki.lg.jp/marriage/
46	鹿児島県 Kagoshima	出会いサポートのためのイベント情報 Event Information for Meeting Support http://www.pref.kagoshima.jp/ab14/kenkokushi/kodomo/shoshika/deai-event2.html
47	沖縄県 Okinawa	

Appendix 2. Prefectures' Budget on Marriage Support 2015

	Prefecture	Title	1,000 yen		Prefecture	Title	1,000 yen
1	北海道 Hokkaido	Marrige~Childrearing	108,616	25	滋賀県 Shiga		
2	青森県 Aomori	Aomori Meeting and Marriage Cheering Business	14,591	26	京都府 Kyoto	Marriage Support	77,160
3	岩手県 Iwate	Marrige~Childrearing	692,000	27	大阪府 Osaka	Supply Rental Housing	611,301
4	宮城県 Miyagi			28	兵庫県 Hyogo	Making Chance of Meeting	108,342
5	秋田県 Akita	Meeting and Marriage Support Business	36,219	29	奈良県 Nara	Marrige~Childrearing	55,632
6	山形県 Yamagata	Happy Life ProjectBusiness	53,000	30	和歌山県 Wakayama	Marriage Support Business	12,971
7	福島県 Fukushima	Marrige~Childrearing	122,039	31	鳥取県 Tottori	Konkatsu Cheering Project Business	13,398
8	茨城県 Ibaraki	Marrige~Childrearing	152,000	32	島根県 Shimane	Meeting Cheering Business	74,369
9	栃木県 Tochigi	Meeting Support Business	4,641	33	岡山県 Okayama	Marriage Support Center Promoting Business	8,694
10	群馬県 Gunma	Marrige~Childrearing	459,672	34	広島県 Hiroshima	Meeting and Marriage Support	42,642
11	埼玉県 Saitama	Meeting Support Business	5,956	35	山口県 Yamaguchi		
12	千葉県 Chiba			36	徳島県 Tokushima	Marrige~Childrearing	2,000

13	東京都 Tokyo			3 7	香川県 Kagawa	Meeting Cheer Team Business	15,000
14	神奈川県 Kanagawa	Marrige~Childrearin g	185,000	3 8	愛媛県 Ehime	Marriage Support Center Operating Business	13,800
15	新潟県 Niigata	'Your Konkatsu' Cheering Project & Meeting Support Business	47,483	3 9	高知県 Kochi		
16	富山県 Toyama	Marriage Support Center Business	19,000	4 0	福岡県 Fukuoka		
17	石川県 Ishikawa	Marriage Support Promoting Business	15,000	4 1	佐賀県 Saga		
18	福井県 Fukui			4 2	長崎県 Nagasaki	Marriage Support Business	13,300
19	山梨県 Yamanashi			4 3	熊本県 Kumamoto		
20	長野県 Nagano	Meeting Cheering Project Business	14,349	4 4	大分県 Oita		
21	岐阜県 Gifu			4 5	宮崎県 Miyazaki		
22	静岡県 Shizuoka	Marrige~Childrearin g	155,000	4 6	鹿児島県 Kagoshima		
23	愛知県 Aichi	Marrige~Childrearin g	44,422	4 7	沖縄県 Okinawa		
24	三重県 Mie	Meeting Support	10,494				

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<<https://www.facebook.com/pages/婚活街コン推進議員連盟/601543279880718>>

Funding under the Partner Connection Fund

<<http://app.msf.gov.sg/Policies/Dating-Industry-Services/Funding-under-the-Partner-Connectiond>>

平成 22 年度 結婚・家族形成に関する調査

<http://www8.cao.go.jp/shoushi/shoushika/research/cyousa22/marriage_family/mokuji_pdf.html>

ひょうご出会い支援事業における成婚状況等

<http://web.pref.hyogo.jp/governor/documents/g_kaiken20150511_02.pdf>

Cabinet Office, Government of Japan

<<http://www.cao.go.jp/>>

Statistic Bureau, Ministry of Internal Affairs and Communications

<<http://www.stat.go.jp/english/>>

Ministry of Health, Labour and Welfare

<<http://www.mhlw.go.jp/english/>>

National Governors’ Association

<<http://www.nga.gr.jp/index.html>>

National Institute of Population and Social Security Research

<<http://www.ipss.go.jp/index-e.asp>>

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4	宮城県 Miyagi	http://www.pref.miyagi.jp/	28	兵庫県 Hyogo	http://web.pref.hyogo.lg.jp/
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15	新潟県 Niigata	http://www.pref.niigata.lg.jp/	39	高知県 Kochi	http://www.pref.kochi.lg.jp/
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일본의 콘카츠(婚活) 지원에 대한 분석

- 都道府県の 지원을 중심으로 -

국문초록

2007 년, 콘카츠(婚活)라는 단어가 일본 사회에 처음 등장하였다. 취직을 하기 위해 ‘취직 활동’을 하는 것처럼, 결혼하는 데에도 ‘결혼 활동’이 필요한 시대가 도래했다 하여 새로 생겨난 단어이다. 이 콘카츠라는 단어를 통해 일본 사회에 새로이 등장한 현상들 중, 이 논문에서는 일본의 지방 정부(都道府県)의 콘카츠 지원에 중점을 두고, 그것이 일본 사회의 무엇을 의미하는지 알아보고자 하였다.

각 지방 정부의 공식 홈페이지를 통해, 현재 47 개의 지방 정부 중, 43 곳에서 都道府県 레벨에서의 콘카츠 지원을 시행하고 있다는 것을 알게 되었다. 각 지방 정부의 콘카츠 지원 담당 부서는 어디인지, 콘카츠 지원을 시행하기 위한 예산은 얼마나 책정되었는지, 어떠한 콘카츠 지원을 시행하고 있는지 등을 조사하였다. 또한, 콘카츠 지원의 종류를 8 가지로 분류하고, 분석 해 보았다.

대부분의 지방 정부는 일반 시민, 지역 사회, 그리고 기업 등의 참여를 유도하고 있고, 과거의 일본 결혼 문화에 등장하는 중매인으로서의 역할을 하고 있는 것을 알게 되었다. 또한, 중앙 정부의 소자화 대책의 일환으로 콘카츠 지원을 시행하고 있는 곳이 많다는 것을 알게 되었다.