

## Comparative Study on OVOP of Japan and OTOP of Thailand: Lesson Learned for Myanmar Narratives

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**Abstract** This study examines the one village – one product public policy process by comparing Thailand's OTOP scheme and Japan's OVOP scheme. The specific objectives of this study are 1) to examine the policy process on the OVOP of Japan and OTOP of Thailand and 2) to explore lessons learned for OVOP practices in Myanmar by comparing the OVOP scheme and OTOP scheme. This study conducted the comparative analysis with a backbone of the public process: problem identification, policy formulation, and policy implementation for one village, one product (OVOP), and one tampon, one product (OTOP). The three diagnosis models analyzed these three phases of the public policy process for each respective stage. Multiple streams such as the iron triangle, and top-down, bottom-up approach models exist. This study adopted documentary analysis techniques such as comparative contextual, and thematic analysis as major research methods. The system extracts the required data and information from relevant textbooks, academic articles, periodical journals, and websites. The first findings of this comparative analysis indicate that the 1997 financial crisis was a significant problem for OTOP, while the economic stagnation of Oita Prefecture was a major factor in the agenda-setting of OVOP. In the policy formulation process, Thailand established OTOP by the iron triangle because Thaksin and the TRT party won the election and took the major role in coordinating the iron triangle mechanism. On one side, OVOP is advocated solely by Hiramatsu and is not aligned with an iron triangle. OTOP used the Top-down policy implementation approach, and OVOP used bottom-up approach for policy implementation. According to the result of the comparative analysis, Myanmar can learn lessons from its -One village, one product scheme initiatives for forthcoming.

**Keywords** OTOP; OVOP; Multiple stream model; Iron triangle model; Top-Down approach; Bottom-Up approach

*Received: November 6, 2024*

*Revised: February 3, 2025*

*Accepted: March 24, 2025*

## Introduction

There were numerous ways for regional economic development. OVOP is the community-centered and most practical way for regional economic development. Dr. Morihiko Hiramatsu initiated the very first movement of OVOP in Japan in 1979. After a few decades, the OVOP movement has accelerated to other countries worldwide, especially in Asia. The major concept of OVOP emphasizes the creation of products, local culture, and resources. Moreover, the OVOP movement can significantly contribute to society's welfare through poverty alleviation, enhancing economic dynamism, and accelerating regional development. The success story of the OVOP movement in Oita, Japan, galvanized other countries' regional-level development policies (Kemavuthanon, 2014). Nowadays, many countries take the lessons learned from Oita's OVOP movement and then create their model for regional development, particularly at the village level. Thus, we can identify the global OVOP movements by using different names. This paper listed some OVOP movements with algebraic.

1. Brunei: One Kampung, One Product (IK1P)
2. China: One Factory and One Product, One City One Product, One District One Product (Shanghai-China); One Town One Product and One Capital One Product (Jiangsu-China); One Village One Treasure (Wuhan-China); and One Village One Product (Shanxi and Jiangzi, China);
3. Indonesia: One Village, One Product, Balik Desa (Back to Village), Agropolitan, Minapolitan, and Prukab;
4. Korea: Seamoul Undong Movement;
5. Lao PDR: Neung Muang Neung Phalittaphan Movement;
6. Malaysia: Satu Kampung Satu Produk (Malaysian and Brunei), One District One Product, Satu Daerah Satu Industri;
7. Mongolia: Neg Bag Neg Shildeg Buteegdekhuun;
8. Philippines: One Town One Product;
9. Thailand and Cambodia: One Tambon One Product Movement;
10. United States of America (USA): One Village One Product Day and One Parish One Product Movement. Although the OVOP movement originated in Japan, it spread out to various countries.

The movement of the One Village, One Product campaign started with Japan's economic policy change. In the 1960s, Japan revitalized the country's economic policy from agricultural to industrial. As a result of changing economic policies, urban development in urban areas has accelerated, but rural area development has not progressed well (Anh, 2013). Thus, Japanese economic policymakers emphasize the design of ways to arrange rural economic development programs. The success story of the Japan OVOP movement spread to the rest of the world. The other ASEAN countries initiated the OVOP Project by cultivating local talent, regional development, and developing social value (Widiyanti, 2018). Numerous countries have adopted the OVOP model in their ways. Choosing their ways is based on their nation's economic system, culture, infrastructure, and other institutional arrangements.

The improvement of small and medium businesses in Myanmar started in the early 1960s, when the government welcomed the private sector. The improvement of OVOP in Myanmar is achieved through a top-down approach. Other community improvement packages existed in Myanmar before the OVOP movement was introduced in 2000. Implementing the OVOP motion in Myanmar have nevertheless turned into an ongoing technique. Related ministries assigned to enforce the OVOP venture in Myanmar are the Ministry of Commerce, Ministry of Cooperatives, and Ministry of Industry. The brand-new enacted authorities that organize and supervise the role of SMEs are nonetheless running on formulating and enacting new laws. For instance, the Myanmar SMEs improvement center has been established.

However, OVOP improvement in Myanmar can also benefit from numerous opportunities to expand the SMEs in Myanmar; those are:

1. Several handicraft industries that the team visited, including timber craft, rattan, and slipper nevertheless produced their product at a very high cost manufacturing cost compared to the alternative nations. Consequently, there is still rooms for improvement for SMEs in Myanmar, which includes improving the efficiency inside the handicraft industries, which will substantially improve the competitiveness of the handicraft products.
2. Demand for SME products from other international locations, including Europe and the USA, is declining in those days because of political pressure.

### Research objectives

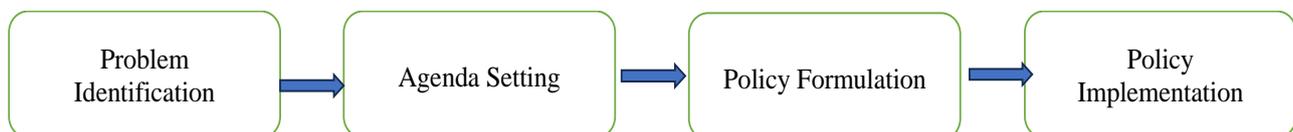
This study tries to address those research objectives.

1. To examine the policy process on the ovop of japan and otop of thailand.
2. To explore lessons learned for ovop practices in myanmar.

### Literature review

#### Public policy

Public policy is crucial to a nation's affairs as it addresses problems that must be solved within society (Vajirakachorn, 2006, p. 8). Thanapongsathorn (1992, p. 9) stated that public policy used by a specific government as a guideline to drive activities toward achieving its goals. Nimpanich (2004, pp. 8-9) described public policy as any specific matter related to an authorized order. The complete method might involve diverse people, groups, and groups. Vajirakachorn (2006, pp. 10-11) wrote that public coverage must consist of the nation's authorization in the preferred technique, which must be used as a framework for the authorities' activity. The government operation could increase awareness of the need to fix societal troubles. However, public policy can as the concept, guideline, and technique the kingdom can use to resolve the problems. Various scholars have developed the public policy process (Bryce, 2012).



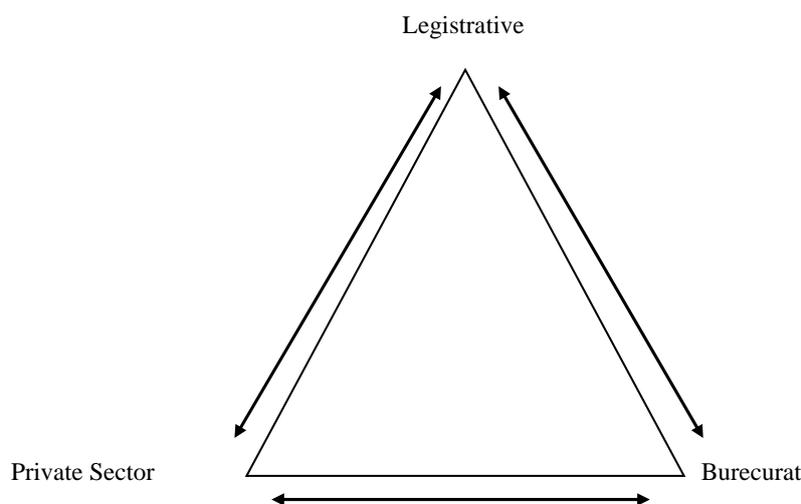
**Figure 1** Public policy process

#### Multiple stream model

This research might use the concept of multiple Streams model via Kingdon (2003) as the study framework to look at the hassle system and timetable placing, with the vital idea that the policy system originates from three streams the problem stream, the policy stream, and the political movement as further defined Kapilima (2020). These highlighted three stream connections underlines the problems for agenda settings. Kingdon defined the problem stream for agenda setting as coming from views of government and citizen views on problems that seriously affect the state. Kingdon (2003, pp. 116-117) said that the policy stream emerges from the ones inside the policy network or the specialists; who proposed the inclusive fitness coverage alternative that allows you to clear up the problem and endorse coverage into the coverage agenda. Kingdon (2003) suggested that the political stream is the relatively influential flow in solving the hassle for human beings' delight and the exchange inside the political flow affects the numerous public policy agenda settings.

### Iron triangle model

The Iron Triangle model is the concept that explains the three strength polars within the policy system, public policy method, and policy region. The actors in the Iron Triangle include the legislative, the bureaucrat, and the enterprise organization. 1) The legislative, executive, or political process involves elected officials or stakeholders of the election, such as Member of Parliament, the political party officers, the ministers, the parliament committee / sub-committee, and the local government in various degrees, etc. 2) The bureaucrat refers to the bureaucrat or the employment of the bureaucratic company who directs and manipulates the aid, puts policy in force, or administers various trouble issues. 3) The non-public sector/investor/enterprise zone/hobby organization to enjoy their very own gain. This Iron triangle concept helps examine the power relationship within each paradigm. This relationship is shown in Figure (2).



**Figure 2** Iron triangle

### Top-down and bottom-up approach

To examine the policy implementation, researchers could use the Top-Down approach and the Bottom-Up method for analysis. The Top-Down method prioritize the coverage and the manager of coverage implementation through the coverage formulator. Usually, there were six pradigm for the down approach- 1) formulate the efficient organization structure, 2) set down appropriate law enactment, 3) need the appropriate regulations, 4) policy actors have high competence, 5) motivation from law enforcer need for policy coordination, 6) make the change scheme.

In contrast to the top-down approach, the Bottom-Up method is applied. Both procedures Including the bottom-up approach, have been debated in the field of political science for several decades (Ding, 2022). As for the Bottom-Up approach, this approach prioritizes the coverage actors based totally on the paradigm they could determine and use their judgment to formulate the action guideline inside the place, wherein they are towards the trouble rather than those at the top.

### Fundamental principles of OVOP

OVOP is a unique approach to regional economic development. It creates local talent for global thinking, builds local resilience and creativity, and encourages people with creative, proactive, and risk-taking spirit. OVOP development aims to improve the local economy and household welfare by creating differentiated products. There were usually three principles of the OVOP movement for local development (Hiramatsu, 2004).

### ***I. Locally Act The global***

OVOP movement aims to support regional economic development by creating innovative local products. The essence of OVOP is to focus on only one product for one village, town, or district to promote for the global market. This highlights that OVOP products can meet local tastes and global market standards.

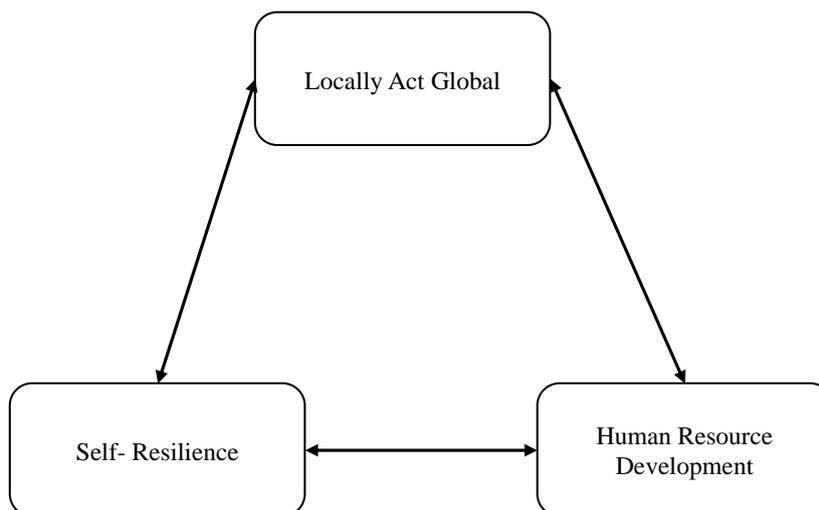
### ***II. Self-Resilience***

The driving force behind OVOP is to encourage local businesses resilience and their initiatives. The OVOP program allowed local people to share their wisdom and competencies for creating innovative local products. Typically, local or central governments assist the OVOP program in shaping their futures.

### ***III. Human Resource Development***

The strong OVOP program can harness local talent, effectively managing people's skills, competence, and market knowledge in practical ways. Moreover, the strategic OVOP scheme is well-supported for rural development.

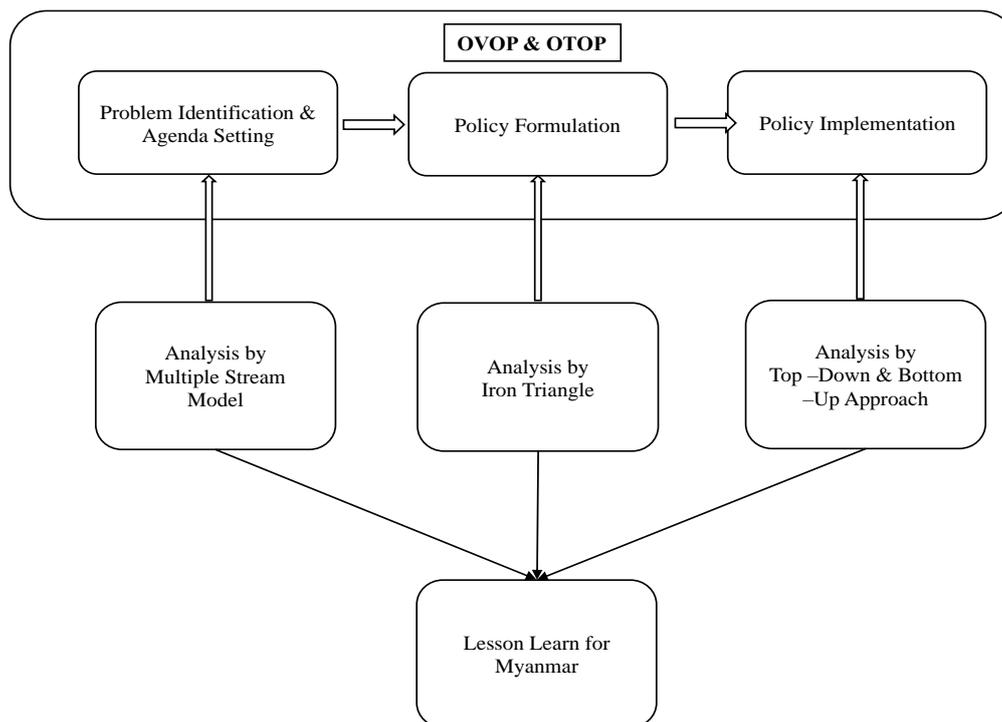
These OVOP principles generate community development ways for regional authorities to think of practical ways for their community development, especially in rural areas. These interconnections are illustrated in Figure 3.



**Figure 3** Three Principles of OVOP

### **Research framework**

This research uses the multiple Streams model to reveal a more precise vision by comparing the OTOP coverage and the OVOP scheme. Moreover, the researcher uses iron triangle concept to formulate policy. OVOP was the essential version leading to the fulfillment of a similar policy because the comparative analysis framework for each guideline at some stage in the policy implementation study segment is consistent with the following research framework. The main theme of this study is to extract insightful lessons for Myanmar by comparing Thailand (OTOP) and Japan (OVOP). Figure (4) underlines the research framework for this study.



**Figure 4** Research framework

### Research methods

This research works is a qualitative study. Documentary studies used the majority of studies. This phase takes a look at covered statistics collected from educational reports, articles, journals, thesis, research papers, and the to-be-had online, which related to the One Tambon One Product policy in Thailand and One Village One Product coverage in Japan, a good way to behavior the coverage analysis the use of the multiple Streams model. The data collection would additionally consist of academic papers, studies papers, files, research files, conference records, government files, etc. The research instruments for this study included a report evaluation form, which was designed based on the research framework and data collected from document analysis and related studies.

### Result of comparative analysis

This section underlines the comparative analysis of agenda setting, policy formulation, and implementation of Thailand's OTOP scheme and Japan's OVOP schemes. A multiple-stream model was used to analyze the agenda and identify problems. This research used the iron triangle model for the policy formulation process. Moreover, the top down and bottom-up policy implementation approaches were used to analyze the progress of OTOP and OVOP movement implementation in Thailand and Japan.

#### *Multiple stream model and agenda identification*

From the comparative analysis of the problem stream that led to the OTOP policy formulation in Thailand and OVOP policy formulation in Japan, this research finds that the problem streams of both policies are linked to economic outcomes resulting from the development of liberal capitalism. However, the difference lies within the origins of the problem. The foundation of Thailand's problem turned into an economic disaster in 1997. Due to the Neo-Liberalization trend, it has become the a global financial fashion. The Thai authorities responded by loosening monetary control, leading to an attack on the baht currency by hedge funds. However, Oita prefecture's sluggishness and financial

regression originated from the economic development policy known as the Comprehensive National Development Plan, which mainly focuses on the major cities.

The comparative evaluation of the policy stream, which led to OTOP policy in Thailand and OVOP coverage in Japan, consisted of indicators that included technical feasibility, public relations and interest from society, and budget feasibility. The hassle from the monetary disaster of 1997 in Thailand became the hassle flow with substantial and varied consequences for the Thai socio-financial system. The villagers in communities may deem that they were just a small element without the capacity to restore the severely destructive disaster. Therefore the role of fixing the problem must belong to the nation. On the opposite, the trouble in Oita prefecture best affected the prefecture. The villagers and groups should see how the trouble stream affected their neighborhood community's sluggishness and regression so that they may find a manner together to clear up the hassle.

The comparative analysis of the political stream includes the nation's mood and election results as measurement factors in this study. Regarding the indicators, national mood, and pressure group campaign of both policies, it was found that for the case of OTOP policy, the problem stream of economic crisis in 1997 led to the national mood which pressured the pressure group campaign who were mostly scholars, academic group, and seminar movement to seek the solution, while in the case of OVOP, the mood was the result from the consequence of industrial development policy in major cities of Japan's government. Regarding the election results and the administration changes, the important transition point in the OTOP policy was the Thai Rak Thai's victory in the general election in 2001, which resulted in Thaksin Shinawatra's highest policy authority as the Prime Minister. As for the OVOP policy, there was the election result and changes of administration in 1979, when Morihiko Hiramatsu became the governor of Oita prefecture, resulted in Hiramatsu's highest authority in policy decision for Oita prefecture.

### ***Iron triangle and policy formulation***

According to the analysis of OTOP policy formulation through the Iron Triangle framework, the researcher found that as the Thai Rak Thai party's leader was the capitalist himself who could connect other capital groups as the party's political partners, two of the angles of the business and the political were merged in one. As for the final angle of the bureaucrats, consideration must be given to the post-1997 economic crisis situation, when Thaksin Shinawatra and the Thai Rak Thai party became a symbol of hope for Thai people in resolving the crisis, as evidenced by their victory in the 2001 election. Moreover, the Thai Rak Thai party also had their own scholar team as the party's consultants who provided policy suggestions for the party and the government. Hence, the Thai Rak Thai party depended less on the bureaucrats than the former governments, especially when their administration centralized the power in the CEO system.

Regarding the OVOP policy, after entering the agenda-setting process, Hiramatsu did not formulate any organizational structure to support the OVOP policy. Furthermore, the OVOP policy formulation only resulted from the push by just a single authority, or Morihiko Hiramatsu himself.

According to the comparative analysis of policy formulation in both cases through the Iron Triangle framework, it was found that the OTOP policy followed the Iron Triangle framework, as Thaksin Shinawatra and the Thai Rak Thai party could connect the Iron triangle in policy negotiation; until it was instead united under the policy formulation by the political. Meanwhile, the OVOP policy formulation did not follow the Iron Triangle framework, as no role was played by the three political, bureaucrats, and business partners.

### ***Top-Down, Bottom-Up approach and policy implementation***

According to the comparative analysis of policy implementation through the top-down and bottom-up approach, the researcher found that the OTOP policy implementation was top-down, as the OTOP policy was responsible by the OTOP Administrative Board under the affiliation with the Prime

Minister's Office. As a result, OTOP became the national-level policy and the government was the major actor in directing, initiating, controlling, and developing the policy and OTOP project. However, the implementation of the OVOP policy was bottom-up, with the major actor being civil society. The government or Oita prefecture was just the supporter. Although the OVOP policy ended in 2003, Morihiko Hiramatsu ensured that it would continue to be active by creating the OVOP International Exchange Promotion Committee and International OVOP Policy Association or IOPA. Moreover, the Japan International Cooperation Agency (JICA) used the OVOP movement as an example of sustainable local development policy for various countries.

### **Analysis of Myanmar One Village One Product Policy process**

#### ***I. Agenda setting and problem identification***

The **agenda-setting phase** of Myanmar's **One Village One Product (OVOP) Scheme** can be effectively analyzed using **Kingdon's Multiple Streams Model**, which explains how issues are prioritized for policymaking by converging three streams: **problem, policy, and politics**. Below is a detailed explanation of the OVOP agenda-setting through this model. The idea of the OVOP scheme gained traction as a viable solution during discussions among policymakers, academics, and development agencies. Inspired by Japan's successful OVOP initiative, the scheme was seen as a replicable model to promote rural entrepreneurship and community-driven development. International organizations such as the Japan International Cooperation Agency (JICA) played a crucial role in introducing and adapting the OVOP concept to Myanmar's context. The political climate in Myanmar at the time also supported introducing the OVOP scheme. The government prioritized rural development and poverty alleviation as part of its broader socio-economic development goals. International partnerships, especially with Japan, provided technical and financial support, aligning with Myanmar's foreign policy strategy to engage with global development partners.

#### ***II. Policy formulation***

Implementing Myanmar's **One Village One Product (OVOP) Scheme** can be effectively analyzed using the **Iron Triangle Model**, highlighting the relationship between **bureaucracy, legislators, and interest groups** in shaping and executing public policy. Below is a breakdown of the policy implementation through the Iron Triangle framework.

For the bureaucratic facts, the Ministry of Cooperatives and Developments, Ministry of Commerce, and Local government authorities work together to train villagers in product development and entrepreneurship, Build infrastructure for production and distribution, and Organize promotional events like trade fairs and exhibitions to showcase OVOP products.

#### ***III. Policy implementation***

The Myanmar OVOP scheme aligns more closely with a **top-down approach**. The scheme is designed and initiated by the Ministry of Cooperatives and Rural Development and other central government bodies, which define the policy goals, allocate resources, and oversee implementation. The OVOP scheme follows a relatively standardized framework inspired by Japan's OVOP model, with limited adaptation to regional variations. While Myanmar's OVOP is predominantly top-down, successful implementation requires integrating **bottom-up elements** more effectively. Encouraging greater local participation, tailoring the program to village-specific needs, and fostering community ownership can enhance its sustainability and impact. The key points of comparative analysis are described and summarized in Table (1).

**Table 1** Key points of comparative analysis

Public Policy Process	Analysis Model	One Village One Product Scheme		
		Thailand OTOP	Japan OVOP	Myanmar
Problem Identification and Agenda Setting	Multiple Source Model	<input type="checkbox"/> 1997 financial crisis	<input type="checkbox"/> Oitia Prefecture (National Economic Development plan)	<input type="checkbox"/> Inspired by Japan OVOP <input type="checkbox"/> Helped by JICA <input type="checkbox"/> Led by Government, and local authorities
Policy Formulation	Iron Triangle Model	Align with Iron tringle	Not linked with iron triangle	Align with Iron tringle
Policy Implementation	Top -Down and Bottom -Up Approach	Top -Down Approach	Bottom -UP approach	Top-Down Approach

**Source:** Author's review

#### Lesson learned for Myanmar narratives

The **Myanmar OVOP scheme** can benefit from lessons from the successful **Japan OVOP (One Village One Product)** initiative and Thailand's adaptation, **OTOP (One Tambon One Product)**. While these programs share a common goal of empowering rural communities, their approaches, implementation, and outcomes provide valuable insights for Myanmar to enhance its OVOP scheme. Myanmar should adopt a **balanced approach** by combining Japan's **grassroots empowerment** with Thailand's **active government promotion**. Myanmar should allow villages to take ownership of their products while providing robust government support in training and marketing. Moreover, Myanmar should emphasize **local autonomy** in product selection to encourage creativity and ownership, ensuring that products authentically represent village identity. Myanmar should leverage Thailand's experience organizing national and international trade fairs and branding campaigns to boost market reach. The government of Myanmar should facilitate training and partnerships with NGOs and private sectors, actively promote products through branding and trade networks, and provide grants or subsidies for small-scale producers to upgrade product quality. Among them, Myanmar should to stabilize the political climate, which is a fundamental and important point for Myanmar OVOP and other economic development policies

#### Conclusion

This research addresses the effectiveness of the One Village, One Product movement in developing and developed countries by comparing Thailand's OTOP and Japan's OVOP. Moreover, this study extracted some lessons learn for Myanmar, which should adopt the OVOP principle to reflect with local community situations. This comparative study mostly focuses on the public policy process – problem identification, policy formulation, and policy implementation with multiple stream model, iron triangle model, and two kinds of policy implementation approaches. After this comparative

analysis, several insightful recommendations were provided for local OVOP entrepreneurs and the government to develop an effective OVOP policy in Myanmar.

### ***I. Recommendation to local entrepreneurs***

Local entrepreneurs should be aware of OVOP principles, especially in human resource development scheme not on new product development schemes. Firstly, the entrepreneurs should explore the local context and test for the international market. Adopting foreign product is not the major theme of the OVOP movement, and avoiding the global taste was not a good idea for the OVOP movement. The main concept of the OVOP movement is to balance local identity and global taste. Secondly, local entrepreneurs create a business network to exchange knowledge and experiences regarding technology. In Myanmar, Myanmar Business executives and Myanmar Women Entrepreneur Association take these kinds of responsibility for this work. Finally, but not the final task, is local entrepreneurs fulfill their competence to adopt changing global market conditions while keeping the local identity.

### ***II. Recommendation to Government***

Firstly, an import thing for the OVOP movement is political stability. Myanmar's political affairs have been affected by various situations since 2021. This recommendation is intended for the government, which gains public trust without any enforcement. The government elected by civilians should consider the OVOP scheme for the forthcoming Myanmar Economic policy agenda. The government should promote the necessary infrastructure for the OVOP movement, especially in the human resource development scheme. Among these various government tasks, the government should establish a new ministry for SME development compelling with OVOP initiatives through effective and efficient government bureaucratic mechanisms. After developing the foundations for the OVOP scheme, the government should alter the policy implementation approach from Top – Down to bottom-Up. Moreover, the government should not limit the OVOP scheme to tangible products, it needs to extend the intangible ones such as tourism attractiveness, natural resources cultural heritage etc. Finally, the government should encourage the research and development scheme for OVOP initiatives in Myanmar. The most important things for OVOP scheme initiatives in Myanmar are political stability and public involvement in the government's bureaucratic mechanism.

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