

ABSTRACT

Japan's low birthrate, known as *shoushika*, is still continues to this day. It shows that the number of young people and children is shrinking, while the number of elderly is increasing. If *shoushika* cannot be overcome, it can be projected that Japan's future would be threatened in the absence of regeneration. Japan's birthrate has sharply declined mainly as more people marry late or not at all. As a result of *shoushika* bring back *omiai* or matchmaking activities present albeit in a very small percentage. In the modern era many modern *miai* activities are increasingly popping up aiming to help the Japanese youth singles meet each other to find suitable partner and then continue up to wedding. Japanese government also support this activities among the steps to encourage young people to marry and start families. In this research, how the present-day *omiai* or matchmaking activities will overcome *shoushika*?

This is a qualitative-descriptive research done by using literature studies method. Collecting data and information through internet, books, journals, newspaper articles online, other researcher's thesis, then analyze it. This research using the theory of the concept of social and cultural change.

Omiiai still have a role in the modern era as a measure to encourage marriage. *omiai* modern. Today's *omiai* much more modern and popular among young Japanese people to find a suitable spouse and end up with marriage. The government will extend support for matchmaking efforts by providing funds for *omiai* events across the region in Japan.

Keywords: *modern omiai, shoushika, Japanese government*