

strength): "the Right one for Future" (in unique insight and capabilities to explore new possibilities for future and sustainable society). The Toyota Core Values as Group Way of action are: 1. *Shokon*, a passion for business; this is the indomitable spirit that is to tackle every job with the perseverance and passion to perform tasks correctly. 2. *Genchi, Genbutsu, Genjitsu*, literally mean On Site, Hands On, In Touch (to know the true need of customers). 3. Team Power, that comprises of individual initiative to set goals for oneself and work autonomously to achieve those goals, that will bring a sense of professionalism and cooperation to nurture mutual trust among colleagues. These inspirational values sound good to learn from and it is better to be introduced to many Indonesian university students because they are the candidates of Indonesian future leaders. They are learning and monitoring quietly, taking note on foreign investor company behavior in exploring Indonesian natural resources. That is why as soft diplomacy Toyota Tusho should persuade them from now via its CSR department program.

Toyota Tusho Business in Indonesia are 1. PT.Bogasari Flour Mill Indonesia-food industry; 2. PTIndonesia Smelting Technology (aluminum); 3. PTToyota Tusho Mechanical and Engineering Service; 4. PTToyota Motor Corporation produce Corona, Corolla, Land Cruiser, Kijang, Avansa, (automobile parts manufacturer).

Chapter 5. Conclusion

5.1. All Japanese Sogo Shosha have their own distinguished corporate philosophy, distinctive vision and unique mission. All Sogo Shosha executives and employees are aware of the need to support and take participation in the achievement of The Indonesian National Development Goals.5.2. All Sogo Shosha management sees many opportunities to create and develop new business within current political stability Indonesia in accordance with their vision, mission, capacity, capability, and interest.5.3.The Sogo Shosha business operation scope in Indonesia covers a wide range of business area in line with the need of development in infrastructure business, energy business, finance business, transportation business, food and agricultural business, ICT business, realty and property business.

Lesson Learned: The Sogo Shosha code of conduct is implemented by every Sogo Shosha employee in Indonesia to make Japanese employee behavior well accepted by most Indonesian business partners. The inspirational business moral values derived from 6 Sogo Shosha philosophies seem good if they are introduced to candidates of Indonesian future leaders who are still studying, watching and taking note on all foreign investor's ways in exploring Indonesian natural resource reserve. University students in Indonesia are not so aware of the Sogo Shosha roles and functions and its business practices in international trade and investment, this lack of understanding must be overcome by inviting them to attend the seminar on Sogo Shosha company profile in their overseas branch offices. It is noted that the total number of private university Muhammadiyah in Indonesia is about 130 autonomous sister universities. If any Japan Sogo Shosha company offers Scholarship and Or Internship program to the Muhammadiyah University Students, it will in the long run give more favorable opinion about Sogo Shosha business practice in Indonesia. Internship in the Sogo Shosha