Japan has entered an era of population decline. The national birthrate continue to slump down. This was considered as one of Japan main issue and it was raised again by Japan’s Prime minister Shinzo Abe. During his tenure as Japan’s Prime Minister, Abe sworn that he would contained the declining birthrate in Japan. He used an out of the box approach by funding Kekkon Katsudo, a matchmaking event for men and women to find their lovers. Government spend hundreds of million Yen poured to local government to facilitates men and women for matchmaking event. Despite the effort, Japanese social structure and culture were hard to change, thus Kekkon Katsudo could not be the answer for Abe to battling Japan declining birthrate