

## CHAPTER II

### GENERAL DESCRIPTION OF STORYTELLING OBJECT

#### 2.1 Featured Product

For Indonesian, some Japanese food restaurants may already be familiar to their taste buds, such as ramen, sushi, donburi, and more. However, often the ingredients of Japanese cuisine and the preparation process of the dishes are not widely known by the public, whether it is safe for consumption or not for halal food consumers. This problem can be controversial, especially in the Japanese food and beverage sector as the ingredients they use may be non-halal. Sushi Tei is one example of a Japanese restaurant that experienced controversy over the use of non-halal food ingredients in 2015. Amin (2015) explained that Sushi Tei was one of the sushi restaurants that emerged because of a controversy regarding the use of mirin, which was acknowledged by one of its employees. It was until 2019 that Sushi Tei processed and obtained halal certification from Majelis Ulama Indonesia (MUI) according to Wulandari (2019). Therefore, Sushi Tei can be a good influence to other Japanese restaurants in Indonesia to consider obtaining halal certification, as there are plenty of Japanese restaurants in Indonesia that do not have a halal certificate which could be a problem for the Indonesian Muslim society. Since, in reality, most Japanese restaurants use sake, mirin, and shoyu which is non-halal as detailed below:

##### 2.1.1 Sake

The taste of Japanese cuisine is identical to sake, which turns out is considered as khamr. Nadha (2022) explained that sake or commonly called Japanese rice wine is an alcoholic drink from Japan that comes from fermented rice. Sake is made from 4 (four) main types of basic ingredients, such as quality rice, clean water, koji mushrooms, and yeast. Certain styles incorporate distilled alcohol into the manufacturing or fermentation process, not as a way to strengthen the alcohol content, but to produce the right taste as mentioned by Yoshitake (2018). Sake's alcohol content is similar to that of wine, which ranges from 13-16%. Nadha (2022) reported that the Executive Director LPPOM MUI, Muti Arintawati,

explained that although in the sushi-making process, sake is only used slightly, it is still forbidden for Muslims to consume since it contains alcohol.

### **2.1.2 Mirin**

Mirin, also known as white sake, is a Japanese kitchen spice that is a yellow alcoholic liquid with a sweet taste. Nelson (2020) explained that mirin is produced by fermenting a mixture of steamed glutinous rice and koki (cultured rice) in a bit of shochu, which is a distilled rice liquor. According to Rahayu (2021), mirin, which contains 40%-50% glucose and 14% alcohol, is commonly used in Japanese dishes prepared using the nimono technique (boiled in soy sauce and dashi), and it can be mixed into a variety of sauces. Mirin's alcohol content can remove the fishy taste and reduce the spoilage of the ingredients that are cooked. Executive director of LPPOM MUI, Muti Arintawati, mentioned how similar mirin is to sake, but mirin has a lower alcohol content and a sweeter taste, thus mirin is commonly called sweet sake, as reported by Nadha (2022). The executive director explained further how the presence of khamr causes the halal verification process for mirin unable to be carried out.

### **2.1.3 Shoyu**

Shoyu is a type of soy sauce from Japan made from fermented soybeans, wheat, salt, and water that is usually used for all-purpose cooking and table sauce. Although the ingredients themselves do not contain non-halal ingredients, there is alcohol due to its natural fermentation process. There is a process in which wheat starches are broken down into sugars and some of the sugar becomes alcohol as informed by Kikkoman (2022). According to Yokotsuka (1986, p.198), shoyu has different types, but the most common type is Koikuchi which, when of good quality, contains 1.5-1.8% (grams per volume) total nitrogen, 3-5% reducing sugar, 2-2.5% ethanol, 1-1.5% polyalcohol, 1-2% organic acid, and 17-18% sodium chloride. From the following contents, the presence of ethanol and polyalcohol is the reason why naturally brewed Shoyu is forbidden to be consumed by halal food consumers. However, now there are several halal-labeled shoyu products sold in the market, which can be an alternative for food and beverage sector companies.

Although some restaurants may know that those three ingredients are not halal and are haram for the majority of the Indonesian population who are Muslim,

there are still several Japanese dishes and restaurants that still use these non-halal ingredients. With these conditions, Japanese restaurants in Indonesia should reconsider the application of halal certification in the food and beverage sector. Then, substituting the non-halal ingredients with similar ingredients that are halal.

#### 2.1.4 Jonkira Ramen

Jonkira Ramen was founded by Ferly Aninditya (CEO & Co-Founder) and Muhammad Ikra (Commissioner & Co-Founder), from PT. Planetmas Adidaya Dunia. Their first branch was opened on 9 January 2021, located at Tebet. Jonkira Ramen is a ramen restaurant with an open kitchen concept. This restaurant serves authentic Japanese Ramen dishes that are delicious, affordable, and halal. The restaurant is available for dine-in starting from 10 A.M. to 10 P.M. Most of their menu consists of ramen and other dishes such as donburi and tempura. One of the most recommended ramen menus is Tori Ebi Ramen, a combination of chicken broth with a seafood flavor that makes the ramen taste even more savory. The price menu for this restaurant starts from Rp10,000 to Rp46,364.



Source: Jonkira Ramen, 2022

Figure 2.1.4 Product of Jonkira Ramen

### 2.1.5 Futago Ya!

Futago Ya! was founded by siblings named Yuka Ramadina, Yuki Ramadini, and Kogi Putratama. Futago Ya! restaurant presents a Japindo menu but still prioritizes halal elements in their products. Futago Ya! is a restaurant with a Japanese-style street shop concept that sells a variety of Japanese specialties. This restaurant presents quite a variety of menus, ranging from creamy miso udon, donburi, and onigiri. The price menu for this restaurant is quite affordable, which is from Rp15,000 to Rp65,000. However, the operating hours of this restaurant vary every day. On Mondays, the restaurant is open from 12 A.M. to 10 P.M. Meanwhile, on Tuesday to Friday, the restaurant opens from 10 A.M. to 10 P.M. Meanwhile, on Saturday and Sunday, Futago Ya! is open from 9 A.M. - 10 P.M.



Source: Futago Ya, 2022

Figure 2.1.5 Product of Futago Ya!

### 2.1.6 Sushi Tei

Sushi Tei was founded by Sonny Kurniawan, who is currently the Director of Sushi-Tei Indonesia. Sushi Tei is a Japanese restaurant that provides a variety of sushi menus and various other Japanese cuisine made from fresh ingredients with delicious flavors. Since it was established on April 23, 2003, Sushi Tei currently has various branches spreading throughout Indonesia. Sushi Tei outlets are popular for their simple-yet-modern open kitchen concept, using a touch of Japanese culture. Sushi Tei's open kitchen allows guests to see the process while their order is being prepared. Sushi Tei also managed to become the first sushi restaurant in Indonesia to feature a distinctive sushi bar with conveyor belts. The price menu for this restaurant is quite expensive, starting from Rp24,000 to Rp990,000. The restaurant is available for dine-in and takeaway from 10 A.M. to 9.30 P.M.



Source: Sushi Tei Indonesia, 2022

Figure 2.1.6 Product of Sushi Tei

## 2.2 Location/Place

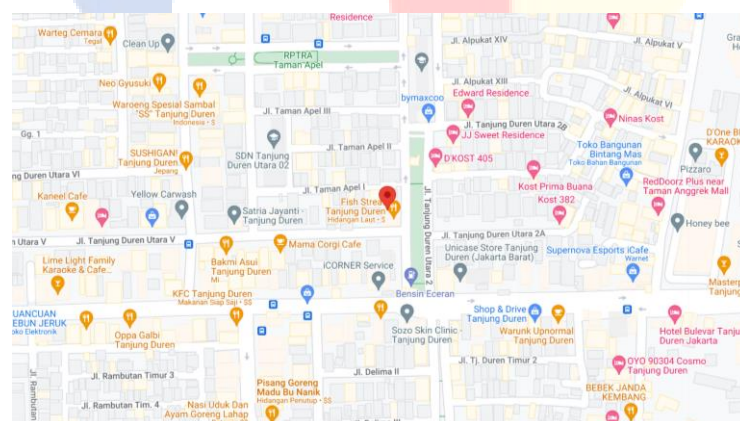
Indonesia is one of the countries with the largest population in the world and the numbers are continuously increasing in recent years. According to Badan Pusat Statistik (BPS), Indonesia's total population is 272,682,500 people in 2021. DKI Jakarta, as its capital city, has a total population of 10,609,700 people and has the highest rate of population density which is 15,978 per square meter as reported by BPS (2021, p.88-89). As a capital city, there is no doubt that DKI Jakarta is the

center for governments, businesses, and industries. Many business entrepreneurs, especially in the food and beverage sectors, would pick DKI Jakarta as the location for their business. In 2020, DKI Jakarta had the highest number of medium and large-scale food and beverage services, which is 5,159 businesses, than any other province in Indonesia according to BPS (2022, p.29).

With a large number of food and beverage services businesses, one type of food and beverage service business that is constantly growing in Indonesia is Japanese restaurants. Some of these Japanese restaurants include Gyu-Kaku Japanese BBQ, Sushi Hiro, Zenbu, Kimukatsu, Marugame Udon, Yoshinoya, and much more. However, not all of these restaurants have halal certification. Therefore, based on the author's research, the 3 (three) Japanese restaurants located in Jakarta that have been certified as halal are Jonkira Ramen, Futago Ya!, and Sushi Tei.

### 2.2.1 Jonkira Ramen

Jonkira Ramen has several stores located all over Indonesia. The outlets are located at Tanjung Duren, Gading Serpong, Depok, Bintaro, Pati, Bekasi, and Tebet. However, one of the Jonkira Ramen branches that will be discussed in this storytelling is Jonkira Ramen Tanjung Duren, located at Jl. Tanjung Duren Utara III No. 326, Tanjung Duren, West Jakarta City. The location of this branch is very strategic since it is close to boarding houses, universities, and malls.

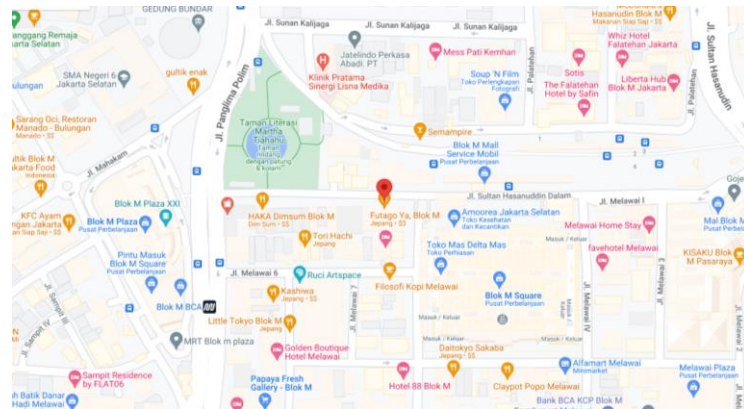


Source: Google, 2022

Figure 2.2.1 Location of Jonkira Ramen Tanjung Duren

### 2.2.2 Futago Ya!

Futago Ya! is located in the Blok M area, precisely on Jl. Sultan Hasanudin No. 24. The restaurant is only 300 meters away from the Blok M BCA MRT station. There are also several shopping centers around the area such as Blok M Plaza, Blok M Square, and Mal Blok M.



Source: Google, 2022

Figure 2.2.2 Location of Futago Ya!

### 2.2.3 Sushi Tei

Sushi Tei stores are located almost all over Indonesia, within 11 (eleven) cities. In DKI Jakarta there are 16 (sixteen) outlets with further details below:

Table 2.2.3 Sushi Tei Outlets in DKI Jakarta

City	Location
DKI Jakarta	Plaza Senayan
	Pondok Indah Mall
	Lotte Shopping Avenue
	Gandaria City
	Mall Kelapa Gading 3
	Emporium Pluit Mall
	Central Park

	Grand Indonesia
	Kota Kasablanka
	Puri Indah Mall Expansion
	Lippo Mall Kemang
	City Walk Sudirman
	Plaza Indonesia
	TownSquare Cilandak
	Pacific Place Mall
	Senayan City

However, one of the Sushi Tei branches that will be discussed in this storytelling is Sushi Tei Central Park Mall, located at Letjen S. Parman St. No.28, RT.9/RW.5, South Tanjung Duren, Grogol Petamburan, West Jakarta City, Jakarta 11470 (see figure 2.6).



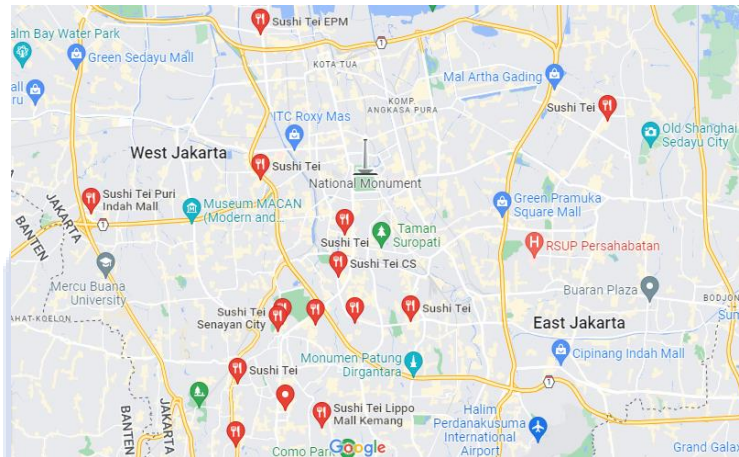
Source: Google, 2022

Figure 2.2.3.1 Location of Sushi Tei Central Park Mall

There are more outlets outside DKI Jakarta: 5 (five) outlets in Tangerang, 2 (two) outlets in Bogor, 2 (two) outlets in Bekasi, 2 (two) outlets in Depok, 4 (four)



outlets in Bandung, 6 (six) outlets in Medan, 6 (six) outlets in Surabaya, 2 (two) outlets in Bali, 2 (two) outlets in Batam, 2 (two) outlets in Makassar, 1 (one) outlet in Yogyakarta, 1 (one) outlet in Central Java, 1 (one) outlet in Palembang, and 1 (one) outlet in Pekanbaru (Sushi Tei, 2022).



Source: Google, 2022

Figure 2.2.3.2 Location of Sushi Tei Outlets in DKI Jakarta

### 2.3 Length of Time Certified as a Halal Restaurant

UU Nomor 33 Tahun 2014 concerning JPH states that Halal Certificate is valid for 4 (four) years since it was issued by BPJPH, unless there is a change in the composition of the ingredients. In addition, the Halal Certificate must be extended by business owners through submitting a Halal Certificate renewal no later than 3 (three) months before the expiration of their current Halal Certificate.

#### 2.3.1 Jonkira Ramen

Through Jonkira's Facebook page, on 17 July 2021, they proudly announced their halal certification through their posting. Verified through the LPPOM MUI Halal website (2022), Jonkira Ramen has been certified halal with the certificate number LPPOM-00160115260221 and is valid until June 25, 2025.

#### 2.3.2 Futago Ya!

On October 23, 2021, through the official Instagram account of Futago Ya! (@gofutago), they announced that they had legally obtained halal certification with the certificate number LPPOM-00160129181021 and is valid until 12 October 2023 as verified through LPPOM MUI (2022).

### **2.3.3 Sushi Tei**

According to Wulandarai (2019), Sushi Tei processed and obtained their first halal certification from MUI in 2019. The restaurant's current certificate number in Jakarta is LPPOM-00160095470419 and is valid until 19 May 2023 as verified through LPPOM MUI (2022).

## **2.4 Object Uniqueness**

The uniqueness of our 3 (three) storytelling objects include:

### **2.4.1 Jonkira Ramen**

Jonkira Ramen is one of the Japanese restaurants that has been certified halal by the MUI and specializes in ramen, which is not often found in Indonesia. Jonkira's uniqueness point is the restaurant guarantees their customers' money back if their ramen is not tasty as informed by Jonkira Ramen (2022). With terms and conditions, where the ramen must have  $\frac{3}{4}$  of the full portion and is applicable for dine-in only.

### **2.4.2 Futago Ya!**

Futago Ya! restaurant presents a Japindo (Japanese Indonesian) menu but still prioritizes halal elements in their products. Futago Ya! went viral on social media, especially on Tik Tok, in early 2021. The hashtag #FutagoYa on Tik Tok has reached 1.4 million views as of late 2022. The favorite menu that made Futago Ya! viral was "Creamy Miso Udon," which is a typical Japanese Udon with brisket meat, a creamy sauce inspired by Sop Kaki Kambing, and a mixture of sambal matah. They also have several Onigiri menus inspired by Indonesian cuisine such as "Cakalang Onigiri," "TEJO (Tempe Orek Cabe Ijo)," and "RICANG (Teri Kacang)."

### **2.4.3 Sushi Tei**

Sushi Tei is one of the most well-known and largest Japanese restaurants in Indonesia, with dozens of branches spread throughout Indonesia. Triwijanarko (2016) mentioned how back then, Sushi Tei had a uniqueness that other restaurants did not have at that time, namely the concept of a restaurant featuring a conveyor belt and a kitchen in the middle of the restaurant.