

CHAPTER III

SCENARIO OF FIELD OBSERVATION

3.1 Storyline Scenario

This storytelling video project will be made in a semi-documentary style—that involves interviews with entrepreneurs in the halal-certified Japanese restaurant industry in Indonesia, a halal lifestyle enthusiast, and local residents. This storyline will focus on showing the broadness of Indonesian society’s knowledge regarding Japanese halal food, the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia, and the value of halal certification for Japanese restaurants in Indonesia. The video will include footage of halal-certified Japanese restaurants in Jakarta, Bundaran HI and Little Tokyo Blok M with voiceovers from the interviews. Also, diving deeper into one of the halal-certified Japanese restaurants in Jakarta with its owner.

3.2 Field Observation Plan

Details of the implementation of field observations:

- Day : Monday and Friday
- Date : 21 November and 25 November 2022
- Duration : 2 (two) days
- Place :
1. Letjen S. Parman St No.28, RT.9/RW.5, South Tanjung Duren, Grogol Petamburan, West Jakarta City, Jakarta 11470 (Footage of Sushi Tei Central Park)
 2. Jl. Tanjung Duren Utara III No. 326, Tanjung Duren, West Jakarta City, Jakarta 11470 (Footage of Jonkira Ramen Halal)
 3. Jl. M.H. Thamrin No.1, Kb. Melati, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10310 (Footage of Grand Indonesia)
 4. Gondangdia, Menteng, Central Jakarta City, Jakarta (Footage of Bundaran HI)

5. Jl. Sultan Hasanuddin Dalam No.24, RT.3/RW.1, Melawai, Kec. Kby. Baru, South Jakarta City, Jakarta 12160 (Footage of Futago Ya!)

6. Jl. Melawai 6 No.15a, RW.1, Melawai, Kec. Kby. Baru, South Jakarta City, Jakarta 12160 (Footage of Little Tokyo Blok M)

- Members : 1. Tasya Soeherman – 31190009
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 3. Natasha Angelin Patricia – 31190081

3.3 Field Observation Rundown

Below is the rundown of the observation that includes the filming activities:

Table 3.3 Field Observation Rundown

Date	Time	Activity
Monday, 21 November 2022	09:30 WIB	Meet up at Central Park Mall
	10.00-12.40 WIB	Film footage of Sushi Tei Central Park Mall and interviewing Marketing Communication of Sushi Tei
	13:00-15:00 WIB	Film footage of Jonkira Ramen and interviewing Mulyawan Iskandar (Area Manager of Jonkira Ramen), as well as a diner from Jonkira Ramen
Friday, 25 November 2022	11:00-12:30 WIB	Meet up at Blok M and record voice over
	13:00-14:30 WIB	Film footage of Futago Ya! and interviewing Kogi Putratama (Owner of Futago Ya!), as well as 2 (two) diners from Futago Ya!

	15:00-16:00 WIB	Film Footage Bundaran HI and MRT
	16:00-16:30 WIB	Film footage of Grand Indonesia
	17:00-18:00 WIB	Film footage of Little Tokyo in Blok M and interviewing 2 (two) people regarding their opinion about halal food in Japanese cuisine.

3.4 Data Collection

Table 3.4 Interview Objectives Matrix

Respondent	Activities	Necessary Data
Mulyawan Iskandar (Area Manager of Jonkira Ramen)	Interview with source person	<ul style="list-style-type: none"> - What is the unique selling point of Jonkira Ramen? - What differentiates Jonkira Ramen from other Japanese restaurants? - Why did you choose Japanese cuisine for your restaurant? - Why do you want to get into the halal food business? - What is the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia? - What is the additional value of having a halal certification for Jonkira Ramen?
Dian Widayanti (Halal Lifestyle Enthusiast)	Interview with source person (Voicenote)	<ul style="list-style-type: none"> - What is the standard ruling of halal-haram in food? - Is there any difference

		<p>between the halal lifestyle in Indonesia now compared to before?</p> <ul style="list-style-type: none"> - What is the blind spot for halal-haram in Japanese food that many people are not aware of? - Why is it beneficial to consume halal food?
<p>Kogi Putratama (Owner of Futago Ya!)</p>	<p>Interview with source person</p>	<ul style="list-style-type: none"> - What is the unique selling point of Futago Ya! ? - What differentiates Futago Ya! from other Japanese restaurants? - What are the substitutes of non-halal ingredients in Japanese cuisine and are they able to maintain the typical Japanese taste? - How to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside of the kitchen? - How is the process of obtaining a halal certification for a restaurant in Indonesia? - What is the additional value of having a halal certification for Futago Ya! ?

<p>Nana (Marketing Communication of Sushi Tei)</p>	<p>Interview with source person</p>	<ul style="list-style-type: none"> - What is the unique selling point of Sushi Tei? - What differentiates Sushi Tei from other Japanese restaurants? - What is the difference between Sushi Tei before and after obtaining the halal certificate? Is there any additional value of having a halal certification for Sushi Tei? - Is there any special training for employees for product knowledge related to halalness so that they understand and can maintain the halalness?
<p>Local Person 1 (At Little Tokyo)</p>	<p>Interviewing each of the person</p>	<ul style="list-style-type: none"> - How important is the halalness of a restaurant to you when choosing a restaurant? - What benefits or values do you experience when you eat at a restaurant that has been halal certified? - Will you still eat at a restaurant that claims “No

Local Person 2 (At Little Tokyo)		<p>Pork, No Lard” but isn’t halal-certified yet?</p> <ul style="list-style-type: none"> - Do you often eat Japanese food? - In your opinion, what are the ingredients used in Japanese food that are not Halal? - In your opinion, is it difficult to find a Japanese restaurant that is halal certified?
Local Person 3 and 4 (At Futago Ya!)	Interviewing each of the person	<ul style="list-style-type: none"> - As a Japanese food lover, how important is it for Japanese restaurants in Indonesia to have a halal certification? - What benefits or values do you experience when you eat at a Japanese restaurant that has been halal certified?
Local Person 5 (At Jonkira Ramen Tanjung Duren)		<ul style="list-style-type: none"> - Will you still eat at a restaurant that claims “No Pork, No Lard” but isn’t halal-certified yet?

3.5 Data Collection and Analysis

In this storytelling, the authors use quantitative and descriptive qualitative research methods to discuss the value of halal certification for Japanese restaurants in Indonesia. The data collection techniques used in the preparation of this storytelling are interviews, questionnaires, and literature/document studies. All data will be reclassified, edited, and compiled to obtain relevant and accurate data. Meanwhile, the data analysis technique used is content analysis technique. The

authors will then determine which data fits best the project's storyline and it will be featured in the video. The remaining data will be utilized as a backup.

3.6 Script and Storyboard Creation


Theme : Geliat Resto Jepang Bersertifikasi Halal di Indonesia
 Concept : Documenting knowledge about Halal Certification for Japanese Restaurants from the side of local residents, restaurant business owners, and halal lifestyle enthusiasts.
 Duration : 12 minutes
 Apparition : Semi-Documentary Video
 Genre : Halal Lifestyle, Social and Cultural Documentary, Food and ... Travel, Entrepreneurship
 Key Words : Halal Food, Japanese Food, Halal Certification, Muslim, Halal ... Lifestyle, Japanese Food Enthusiast, Young Entrepreneur, and ... Restaurant Business.




PRODUCT: SEMI-DOCUMENTARY STYLE

TITLE: *GELIAT RESTO JEPANG BERSERTIFIKASI HALAL DI INDONESIA*



DURATION: 12 Minutes




Table 3.6 Storyboard




Scene	Sequence	Visual	Script
1	1		<p>Description: Stock footage of the city of DKI Jakarta from above</p> <p>Dialogue: (Voiceover about population in Indonesia)</p> <p>Camera: Drone</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:09</p> <p>Transition: Cut to Cut</p>




2	1		<p>Description: Stock footage of the Bundaran HI</p> <p>Dialogue: (Voiceover about population in Indonesia)</p> <p>Camera: Drone</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:02</p> <p>Transition: Cut to Cut</p>
3	1		<p>Description: Stock footage of Jalan M.H. Thamrin</p> <p>Dialogue: (Follow-up voiceover from the previous scene about the Indonesian population)</p> <p>Camera: Drone</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
4	1		<p>Description: Grand Indonesia's visitors' activities to show the lifestyle of Jakarta residents (Muslim and Non-Muslim)</p> <p>Dialogue: (Voiceover about a general description of the Muslim community as well as the halal culinary sector in Indonesia)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p>



			<p>Duration: 00:11</p> <p>Transition: Cut to Cut</p>
5	1		<p>Description: People doing any kind of activities and Jakarta residents selling drinks with bicycles at Bundaran HI</p> <p>Dialogue: (Voiceover about a general explanation of the halal culinary sector in Indonesia)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: Policeman directing traffic at Bundaran HI</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the halal culinary sector in Indonesia)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
	3		<p>Description: Front view of Monumen Bundaran HI</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the halal</p>




			<p>culinary sector in Indonesia and the provisions of the Indonesian government where products and services require halal certification)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:05</p> <p>Transition: Cut to Cut</p>
	4		<p>Description: Busway Station of Bundaran HI</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the provisions of the Indonesian government where products and services require halal certification)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
	5		<p>Description: MRT Station of Bundaran HI</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the provisions of the Indonesian government where products and services require halal certification)</p> <p>Camera: Wide shoot</p>




			<p>Audio: Lo-fi Music</p> <p>Duration: 00:02</p> <p>Transition: Cut to Cut</p>
6	1		<p>Description: A band performing in the MRT station area</p> <p>Dialogue: (Voiceover of a general explanation about halal food)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:05</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: 3 (three) young generations going to the MRT Station</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about a general explanation about halal food)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	3		<p>Description: People tapping in to get on the MRT</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about a general explanation about halal food)</p>





			<p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:02</p> <p>Transition: Cut to Cut</p>
	4		<p>Description: People browsing the stations to get on the MRT</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about a general explanation about halal food)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	5		<p>Description: Passengers waiting and sitting in MRT</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about a general explanation about halal food)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	6		<p>Description: Showing handrails on the MRT</p> <p>Dialogue: (Voiceover about problem where people's knowledge of halal food varies)</p>




			<p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:02</p> <p>Transition: Cut to Cut</p>
	7		<p>Description: View from the MRT</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about problems where people's knowledge of halal food varies)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
	8		<p>Description: MRT train arriving</p> <p>Dialogue: (Voiceover about the need for restaurants in Indonesia to prioritize the halalness of their products)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	9		<p>Description: Arriving at Blok M</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the need for</p>




			<p>restaurants in Indonesia to prioritize the halalness of their products)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:09</p> <p>Transition: Cut to Cut</p>
	10		<p>Description: Afternoon to evening timelapse</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the need for restaurants in Indonesia to prioritize the halalness of their products)</p> <p>Camera: Drone</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
7	1		<p>Description: Outdoors scenery of Little Tokyo Blok M</p> <p>Dialogue: (Follow-up voiceover from the previous scene about the need for restaurants in Indonesia to prioritize the halalness of their products)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p>



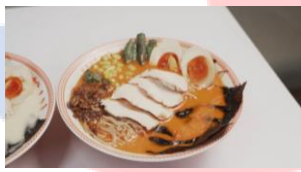
			<p>Duration: 00:03</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: 3 (three) young generations exploring Little Tokyo</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about the need for restaurants in Indonesia to prioritize the halalness of their products)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:07</p> <p>Transition: Cut to Cut</p>
8	1		<p>Description: Dian Widayanti</p> <p>Dialogue: Introduction of Dian Widayanti (Halal Lifestyle Enthusiast)</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:04</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: Japanese food compilation</p> <p>Dialogue: (Interviewing Dian Widayanti to educate Indonesian people about halal food)</p> <p>Camera: Close-Up</p> <p>Audio: Lo-fi Music</p>



			<p>Duration: 00:57</p> <p>Transition: Cut to Cut</p>
9	1		<p>Description: 3 (three) young generations wondering about people's opinion regarding halal food in Japanese restaurants</p> <p>Dialogue: (Conversation)</p> <p>Camera: Medium close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:06</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: Interviewing 5 (five) Indonesians about how broad their knowledge of halal food is and Japanese food</p> <p>Dialogue: (Interview)</p> <p>Camera: Medium close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 01:33</p> <p>Transition: Cut to Cut</p>
10	1		<p>Description: Exterior Sushi Tei Central Park Mall</p> <p>Dialogue: (Voiceover about overview Sushi Tei)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:09</p> <p>Transition: Cut to Cut</p>

	2		<p>Description: Interior Sushi Tei Central Park Mall</p> <p>Dialogue: (Follow-up voiceover from the previous sequence about overview Sushi Tei)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:28</p> <p>Transition: Cut to Cut</p>
	3		<p>Description: Interviewing Nana (Marketing Communication of Sushi Tei)</p> <p>Dialogue: (Introduction of Nana and interviewing Nana)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:29</p> <p>Transition: Cut to Cut</p>
	4		<p>Description: Menu of Sushi Tei</p> <p>Dialogue: (Audio continue from interviewing Nana)</p> <p>Camera: Close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:22</p> <p>Transition: Cut to Cut</p>
11	1		<p>Description: Exterior Futago Ya!</p> <p>Dialogue: Voiceover about</p>

			<p>overview of Futago Ya!</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:15</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: Interviewing Kogi Putratama (Futago Ya!'s Owner)</p> <p>Dialogue: (Introduction of Kogi Putratama and interviewing Kogi Putratama)</p> <p>Camera: Medium close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:54</p> <p>Transition: Cut to Cut</p>
	3		<p>Description: Interior Futago Ya!</p> <p>Dialogue: (Audio continue from interviewing Kogi Putratama)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:17</p> <p>Transition: Cut to Cut</p>
	4		<p>Description: Futago Ya!'s Cooking Process</p> <p>Dialogue: (Audio continue from interviewing Kogi Putratama)</p> <p>Camera: Close-up</p>

			<p>Audio: Lo-fi Music</p> <p>Duration: 00:45</p> <p>Transition: Cut to Cut</p>
	5		<p>Description: Futago Ya!'s menu</p> <p>Dialogue: (Audio continue from interviewing Kogi Putratama)</p> <p>Camera: Close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:22</p> <p>Transition: Cut to Cut</p>
12	1		<p>Description: Exterior of Jonkira Ramen</p> <p>Dialogue: (Voiceover about overview Jonkira Ramen)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:22</p> <p>Transition: Cut to Cut</p>
	2		<p>Description: Interview with Mulyawan Iskandar (Area Manager of Jonkira Ramen)</p> <p>Dialogue: Introduction of Mulyawan Iskandar and interviewing Mulyawan Iskandar</p> <p>Camera: Medium close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 01:25</p>

			Transition: Cut to Cut
	3		<p>Description: Interior of Jonkira Ramen</p> <p>Dialogue: (Audio continue from interview Mulyawan Iskandar)</p> <p>Camera: Wide shoot</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:11</p> <p>Transition: Cut to Cut</p>
	4		<p>Description: Cooking process of Jonkira Ramen</p> <p>Dialogue: (Audio continue from interview Mulyawan Iskandar)</p> <p>Camera: Close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:36</p> <p>Transition: Cut to Cut</p>
	5		<p>Description: Menu of Jonkira Ramen</p> <p>Dialogue: (Audio continue from interview Mulyawan Iskandar)</p> <p>Camera: Close-up</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:11</p> <p>Transition: Cut to Cut</p>

13	1		<p>Description: Compilation of Japanese cuisine</p> <p>Dialogue: (Voice over about calling out youngpreneurs to apply for halal certification)</p> <p>Camera: Video Compile</p> <p>Audio: Lo-fi Music Duration: 00:37</p> <p>Transition: Fade to black</p>
14	1		<p>Description: Credits</p> <p>Audio: Lo-fi Music</p> <p>Duration: 00:19</p> <p>Transition: Fade to black</p>

3.7 Filming

The filming will be done in accordance with the storyboard above as a framework. In addition, professional services will be used in the process of shooting a storytelling video entitled “*Geliat Resto Jepang Bersertifikasi Halal di Indonesia*” to guarantee the project's quality so that it can be immortalized using the best technique. The goal is that the information and data obtained can be conveyed visually in an orderly manner to reach the right target audience and listeners. In carrying out the shooting process, our professional services use Sony A7 Mark III to take footage of several locations that are needed as well as video interviews with a number of sources.

3.8 Storyline and Filming Result Synchronization

As mentioned in 3.1. **Storyline Scenario**, the authors understand that the direction of the story is determined to suit the project’s purposes, using the appropriate footage of different places and interview clips with our source people. Below is the synchronization checklist table:

Table 3.8 Synchronization Checklist

Scene	Activity	Description	(√/✕)
4	Field observation to Grand Indonesia mall	Showing Grand Indonesia mall and its visitors' activities to show Indonesian lifestyle.	✓
5	Field observation to Bundaran HI	Showing Bundaran HI with people doing different activities and police doing their duties	✓
		Showing the front view of Monumen Bundaran HI	✓
		Showing the Busway Station of Bundaran HI	✓
6	Field observation to MRT	Showing a band performing in the MRT station area	✓
		Showing 3 (three) young generations going to the MRT Station	✓
		Showing people tapping in to get on the MRT	✓
		Showing people browsing the MRT station	✓
		Showing Indonesian society waiting and sitting inside the MRT	✓
		Showing handrails on the MRT	✓
		Showing the view from the MRT	✓
		Showing the MRT train arriving	✓

		Showing footage of arriving at Blok M	✓
7	Field observation to Little Tokyo Blok M	Showing outdoors scenery of Little Tokyo Blok M and several young generations exploring the area	✓
8	Interviewing Halal Lifestyle Enthusiast	Interviewing Dian Widayanti (Halal Lifestyle Enthusiast) in accordance to Data Collection	✓
9	Interviewing Indonesians	Showing 3 (three) young generations wondering about people's opinion regarding halal food in Japanese restaurants	✓
		Interviewing 2 (two) Indonesian people at Little Tokyo in accordance to Data Collection	✓
		Interviewing 2 (two) diners at Futago Ya! in accordance to Data Collection	✓
		Interviewing a diner at Jonkira Ramen Tanjung Duren in accordance to Data Collection	✓
10	Field observation to Sushi Tei Central Park	Showing the exterior, interior, and menu of Sushi Tei Central Park	✓
		Interviewing Nana (Marketing Communication of Sushi Tei) in accordance to Data Collection	✓
11	Field observation to Futago Ya!	Showing the exterior, interior, and menu of Futago Ya!	✓

		Showing the cooking process at Futago Ya!	✓
		Interviewing Kogi Putratama (Owner of Futago Ya!) in accordance to Data Collection	✓
12	Field observation to Jonkira Ramen Tanjung Duren	Showing the exterior, interior, and menu of Jonkira Ramen Tanjung Duren	✓
		Showing the cooking process at Jonkira Ramen	✓
		Interviewing Mulyawan Iskandar (Area Manager of Jonkira Ramen) in accordance to Data Collection	✓

3.9 Editing

The editing process of the video uses Adobe Premiere Pro CC 2020 software and After Effects CC 2020 software. The voiceover in the video is recorded by Natasha Angelin Patricia.