

CHAPTER IV

RESULT DESCRIPTION

4.1 Scene 1: Jakarta View from Above

This opening scene is filled with drone view stock footage of the city of DKI Jakarta from above. Through this scene, we can see that the city of DKI Jakarta is a busy city where many types of transportation are commuting. Added with background music and the title video storytelling entitled "*Geliat Resto Jepang Bersertifikasi Halal di Indonesia*".

4.2 Scene 2: Bundaran HI

The scene is filled with drone view stock footage of the Bundaran HI. Through this scene, we want to show that Bundaran HI, as one of the big icons of the city of DKI Jakarta, has clean, orderly, and always busy roads. This scene is also added with a voiceover about Indonesia as one of the countries with the largest population in the world.

4.3 Scene 3: Jalan M.H. Thamrin

The scene is filled with a drone view stock footage of Jalan M.H. Thamrin which aims to show the hustle and bustle of the main street that divides the center of Jakarta with transportations passing by and the tall buildings in Jakarta. This scene is also added with a follow-up voiceover from the previous scene about the Indonesian population.

4.4 Scene 4: Grand Indonesia

The scene is filled with visitors' activities at Grand Indonesia to show the lifestyle of Jakarta residents, with a general description of the Muslim community as well as the halal culinary sector in Indonesia. Grand Indonesia mall is one of executive malls in Indonesia, with their customer positioning that are for families, kids to adults, with economic status of class SES B, SES A (A2), and SES A+ (A1) as mentioned by Putri et al. (2018). Hanif (2022) explained the details from Indonesia's 2021 Social-Economic Status (SES) category which shows that the total monthly household expenditure per family in the SES B category is Rp3.000.000-

Rp5.000.000. Whereas for SES A2 category is Rp5.000.001-Rp7.500.000 and SES A1 is more than Rp7.500.000.

4.5 Scene 5: Bundaran HI

The scene is filled with the activities of a policeman directing traffic, Jakarta residents selling drinks with bicycles and crossing the street, front view of the Bundaran HI Monument, and the Bundaran HI Busway station. The scene aims to show the hustle and bustle of the Bundaran HI as one of the icons of the capital city of DKI Jakarta and display various activities carried out by Indonesian people around the Bundaran HI. This scene is also added with a voiceover about a general explanation of the halal culinary sector in Indonesia and the provisions of the Indonesian government where products and services require halal certification.

4.6 Scene 6: MRT

The scene is filled with the activities of Indonesians who are using the Jakarta Mass Rapid Transit or Jakarta MRT, to show the lifestyle of Jakarta and the dense population of DKI Jakarta residents with many MRT users. This scene was also created to create a storyline where 3 (three) young generations in the video are travelling from Bundaran HI to the next location. To complete the scene, there is a voiceover with a general explanation about halal food, problems where people's knowledge of halal food varies, and the need for restaurants in Indonesia to prioritize the halalness of their products.

4.7 Scene 7: Little Tokyo Blok M

The scene is filled with the outdoors scenery of Little Tokyo Blok M. According to Vantage Indonesia (2020), in the 1980s to 1990s, it is believed to be when Japanese expatriates arrived in the Blok M area and became a hostel or inn for Japanese people. Along with that, Japanese food stalls also spread throughout the area. Therefore, Little Tokyo Blok M was chosen as the continuation location of this video storyline. This scene aims to continue the storyline where 3 (three) young generations want to explore the area after traveling via the MRT.

To complete the scene, there is a voiceover about an explanation about Japanese food which is quite popular amongst Indonesian society and many are unaware about the ingredients used in Japanese cuisine and how it's processed, whether they're safe to consume for Muslims.

4.8 Scene 8: Interviewing Dian Widayanti

The scene is filled with compilation footage of different Japanese dishes and a voice over from Dian Widayanti about halal food knowledge. Dian Widayanti was chosen to discuss the topic seeing that she is a trusted in Halal Lifestyle Enthusiast with more than 105.000 followers on her Instagram account (@dianwidayanti). In the interview, Dian explained that Muslims are ordered to eat halal and Thoyib food. Halal is not just “No Pork, No Lard”, halal-haram is broad. For example: the use of sake, mirin, alcoholic shoyu and more which aims to enhance the taste of a food. It is still not considered halal for Muslims, even if only a small amount of alcohol is mixed in. In Japanese cuisine, the critical point is the use of mirin, sake and shoyu. These three ingredients contain a quite high alcohol content and people often don't realize that there are lots of Japanese foods around us that are not halal. In addition, halal food itself is beneficial for our health according to research and is an obligation for Muslims as written in the Quran. These good benefits can be a good value for customers, as well as for restaurant businesses to increase the trust of their customers, especially since the majority of Indonesians are Muslims.

4.9 Scene 9: Interviewing Indonesians

This scene aims to continue the storyline where 3 (three) young generations are wondering about people's opinion regarding halal food in Japanese restaurants after they explore the area at Little Tokyo Blok M. The scene is also filled with 3 (three) young generations interviewing 5 (five) Indonesians about their opinions on halal Japanese food and halal certification to carry out the second storytelling objective. The results of interviews shows that these 5 (five) people greatly prioritize halalness when choosing a restaurant. By eating at restaurants that have been certified halal, they can enjoy their food calmly, without any worries and

anxiousness. They also feel safe and guaranteed by the quality of their food since it is certified halal standard. If a restaurant claims "No Pork, No Lard" without halal certification, they would not want to eat there and would rather eat at restaurants that are halal-certified. They eat in Japanese restaurants quite often, but some of them find it difficult to find halal-certified Japanese restaurants. These are the various points that need to be considered by youngpreneurs to apply for halal certification, especially in the Japanese restaurant business, as it can increase customers' trust and market share.

4.10 Scene 10: Sushi Tei

The scene is filled with the interior and exterior footage from Sushi Tei, the conveyor belt running, Sushi Tei foods such as Calamari Roll, Salmon Sashimi, and so on. At the beginning of the scene, there is an overview of Sushi Tei, followed by an interview with Nana (Marketing Communication of Sushi Tei), interspersed with those footages. The interview session in this scene shows the unique selling point of Sushi Tei, what differentiates Sushi Tei from other Japanese restaurants, additional value of having a halal certification for Sushi Tei, and special training for their employees on product knowledge in relation to halalness, so that the employees understand and can maintain the halalness.

The second storytelling objective has been carried out through the discussion of the interview on the difference of Sushi Tei before and after obtaining a halal certificate as well as the additional value of having a halal certificate for Sushi Tei. Nana explained that as the majority of Indonesia's population are Muslims, before obtaining halal certification, Sushi Tei received many questions about whether or not Sushi Tei's products were halal. This creates a doubt for customers to visit Sushi Tei. After obtaining halal certification, Sushi Tei is increasingly recognized and has a wider range of customers because they feel more comfortable eating at Sushi Tei.

4.11 Scene 11: Futago Ya!

The scene is filled with footage of the interior and exterior of Futago Ya!, visitors who are enjoying their food, the process of making food, and special dishes

from Futago Ya! such as Creamy Miso Udon and Brisket Don. At the beginning of the scene, there is an overview of Futago Ya!, followed by an interview with Kogi Putratama (Futago Ya! Owner), interspersed with those footages. The interview in this scene shows the unique selling point of Futago Ya!, what differentiates Futago Ya! from other Japanese restaurants, the additional value of having a halal certification for Futago Ya!, the substitutes of non-halal ingredients in Japanese cuisine and the ability to maintain the typical Japanese taste, how to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside the kitchen, and the process of obtaining a halal certification for a restaurant in Indonesia.

The first storytelling objective has been carried out through the discussion of the interview which includes the substitutes of non-halal ingredients in Japanese cuisine and the ability to maintain the typical Japanese taste and how to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside the kitchen. In the interview, Kogi explained that in terms of ingredients, there are more halal ones than non-halal ones. For example, mirin. Japanese brands in Indonesia are already quite aware of the kind of market they face. Kikkoman and other brands have released variations of flavors, such as halal mirin. So, the benefit in Indonesia is that there are lots of choices to explore in halal products. In addition, to maintain the halalness of raw ingredients, there are rules from when Futago Ya! registered for certification. Futago Ya! definitely has to have an SJH (Sistem Jaminan Halal) team. All departments including purchasing, buyers, good receivers, finance, kitchen and others, can be linked to the SJH team. Because it is the SJH that will make it easier to control when maintaining the halalness of the product, there is a list which includes checking who the recipient is and how to receive it, even how to store the product, and how the product will be produced.

Meanwhile, the second storytelling objective has been carried out through the discussion about the additional value of having a halal certification for Futago Ya!. Kogi explained that from the perspective of Futago Ya!, through a halal certificate, their segmentation focuses more on the majority of the market which are Muslims, it is easier to collaborate with other halal brands, and it is also easier to inform the market that they are officially halal (not just a self-statement). In

addition, halal products apply in general. It is not just for one group or Muslims, because the selection of ingredients helps prepare a neat quality of product with a clear source of ingredients. So, with halal certification, it can increase the market segment for a business.

4.12 Scene 12: Jonkira Ramen

The scene is filled with footage of the interior and exterior from Jonkira Ramen Tanjung Duren, the menu that the restaurant offers, the process of making food, dishes from Jonkira Ramen such as Tori Tori Ramen, Tori Karai Ramen and Chickenkatsudon. At the beginning of the scene, there is an overview of Jonkira Ramen, followed by an interview with Mulyawan Iskandar (Area Manager of Jonkira Ramen), interspersed with those footages. The interview in this scene shows the unique selling point of Jonkira Ramen, the additional value of having a halal certification for Jonkira Ramen, the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia, and how to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside of the kitchen.

The first storytelling objective has been carried out through the discussion of the interview which includes the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia. In the interview, Mulyawan explained that in halal certification, from purchasing the product, receiving the product, storage of goods to making the product, are controlled by BPOM MUI for once every 3 (three) months (both in logistics and kitchen). For 8 (eight) months, the MUI itself checked the raw materials. So, if their supplier doesn't have a halal logo, it is not allowed. Jonkira Ramen makes their own noodles, so the machine has to be of a standard that the MUI sets. Apart from the audit from the MUI, Jonkira Ramen also has an audit every month. There is an audit team from their head office who visits the outlets.

Meanwhile, the second storytelling objective has been carried out through the discussion about the additional value of having a halal certification for Jonkira Ramen Halal. Mulyawan explained that when Jonkira obtained a halal certificate, many Muslims have come to dine in, moreover the visitors in Tebet outlet have been very enthusiastic, especially the Muslims, they really want to try halal Ramen.

So, many customers have gained more courage and started to come to enjoy Halal Jonkira Ramen. Discussion of the interview covers the unique selling point of Jonkira Ramen, the additional value of having a halal certification for Jonkira Ramen, the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia, how to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside of the kitchen.

4.13 Scene 13: Japanese Food Compilation

The closing scene is filled with compilation stock footage of different Japanese dishes, with voiceover calling out youngpreneurs who are interested in the Japanese food business to apply for halal certification.

4.14 Scene 14: Credits

The scene is filled with the Podomoro University and Hotel Business program logos and special thanks to all the parties involved in making this storytelling video

4.15 Obtention Process of Halal Certificate

During the interview with Kogi Putratama (owner of Futago Ya!), he explained that Futago Ya! registered to both the BPJPH and Halal MUI to obtain their latest halal certification. But he has not studied more about the newest update of how to obtain halal certification. According to Badan Penyelenggara Jaminan Produk Halal Kementerian Agama RI (2022), the flow for obtaining a halal certificate is as follows:

1. Business owners apply for halal certification by completing various required documents such as data of the business owner, name and type of product, list of products and materials, product processing, and documents on the halal assurance system.
2. For 2 (two) working days, the BPJPH team will check the completeness of the documents and determine the halal inspection agency.
3. For 15 (fifteen) working days, the LPH team will check and test the halalness of a product.

4. For 3 (three) working days, MUI will determine the halalness of a product through a halal fatwa trial.
5. Then, the BPJPH team will issue a halal certificate which takes 1 (one) working day.

In connection with the flow of halal certification, the application for halal certification of goods and services with a regular mechanism will be subject to a service fee. According to Khoeron (2022), the cost components of applying for a halal certificate for goods and services per certificate are as:

1. Application for Halal Certificate
 1. Micro and Small Business : Rp300,000.00
 2. Medium Business : Rp5,000,000.00
 3. Large Business/from Overseas : Rp12,500,000.00
2. Application for Extension of Halal Certificate:
 1. Micro and Small Business : Rp200,000.00
 2. Medium Business : Rp2,400,000.00
 3. Large Business/from Overseas : Rp5,000,000.00
3. Overseas Halal Certificate Registration : Rp800,000.00

With the knowledge and access to finding information about the process of halal certification and the range of costs, youngpreneurs and Japanese restaurant business owners do not need to worry about finding it difficult to process halal certification. Given that the majority of Indonesians are Muslims, the application of halal certification will certainly have more value for a business, especially the restaurant business, particularly Japanese cuisine, which is quite popular with Indonesian people.