

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the discussion in the previous chapter, we can conclude that:

1. The first storytelling objective has been carried out through the information regarding the crucial aspect of the need for halal certification for Japanese restaurants in Indonesia as well as several points that need to be considered to maintain the halalness of a restaurant (Scene 11 and 12).
2. The second storytelling objective have been carried out through raising awareness towards youngpreneurs who are interested in doing business in Japanese cuisine on obtaining halal certification is conveyed through the opinions of some Indonesian people towards halal food, especially in Japanese cuisine (Scene 9), as well as the value of halal certifications from the sides of several restaurants such as Sushi Tei (Scene 10), Futago Ya! (Scene 11), and Jonkira Ramen (Scene 12).

Thus, the value conveyed through having a halal certificate for Japanese restaurant business in Indonesia is that a restaurant business can build customers' trust as they can comfortably dine there. In addition, a restaurant business can increase their market share, expand its market segment, and collaborate with other halal brands which increases profit and revenue.

5.2 Suggestion

Halal food in Japanese cuisine or restaurants in Indonesia is beneficial for young entrepreneurs to apply because a great deal of value is received from the Japanese restaurateurs themselves as well as Indonesian consumers who are predominantly Muslim. Therefore, it is suggested that:

1. In order to attract a huge number of target markets in Indonesia, like it or not, a business must have halal certification since the majority in Indonesia are Muslims.
2. Restaurateurs process their halal certification at the beginning before opening up their businesses.

3. BPJPH should be more open about the information around halal certification in Indonesia in order to attract more business on applying halal certificates.

But there are many crucial aspects that need to be considered behind these values so that the halalness in a restaurant can be well-maintained.

5.3 Recommendation

The semi-documentary video entitled "Geliat Resto Jepang Bersertifikasi Halal di Indonesia" focuses on the value received both from the customer's point of view as well as the restaurant business itself, especially Japanese restaurants, if they have obtained halal certification. Which may attract youngpreneurs in obtaining halal certification through this semi-documentary video. Although not much similar semi-documentary videos have been made, it is recommended that this video is continued with other new semi-documentary or documentary videos, as additional information for those who are interested in registering halal certificates for their restaurants, that will further explain on:

1. How to maintain halalness from the processing of raw materials to the equipment and machines used
2. The latest update on the flow or steps and criteria when registering a halal certificate in Indonesia
3. The process of extending halal certification in Indonesia.