

APPENDICES

APPENDIX 1

VIDEO LINK

<https://drive.google.com/file/d/1xG-7qYiUQco53vSF9Z6GXrZ6bH1qHjQA/view?usp=sharing>



APPENDIX 2
SCRIPT

1 EXT. JAKARTA VIEW FROM ABOVE - MORNING

USING A DRONE, THE CAMERA TAKES A VIEW OF JAKARTA CITY FROM ABOVE.

AUDIO

LO-FI MUSIC

2 EXT. AREA OF BUNDARAN HI - MORNING

USING A DRONE, THE CAMERA TAKES A VIEW OF THE BUNDARAN HI RIGHT ABOVE THE MONUMENT.

NARRATOR (V.O.)

*Indonesia merupakan salah satu
Negara dengan jumlah penduduk
terbesar di dunia ...*

3 EXT. AREA OF JALAN M.H. THAMRIN - MORNING

USING A DRONE, THE CAMERA TAKES A VIEW OF THE CITY AROUND JL. MH. THAMRIN FROM ABOVE.

NARRATOR (V.O.)

*... yang jumlahnya terus meningkat
dalam beberapa tahun terakhir.*

4 INT. INSIDE OF GRAND INDONESIA MALL - AFTERNOON

THE CAMERA TAKES SHOT OF 2 (TWO) PEOPLE WALKING IN THE MALL, THE CROWD OF VISITORS WALKING AROUND THE MALL, A GROUP OF PEOPLE GOING DOWN THE ESCALATORS, AND OTHER VARIOUS SHOTS IN THE MALL TO SHOW JAKARTA RESIDENT'S LIFESTYLE (MUSLIM AND NON-MUSLIM) .

NARRATOR (V.O.)

Dengan penduduk Muslim terbesar

di dunia yaitu sebanyak 231 juta jiwa atau 86% dari total penduduknya, hal ini bisa menjadi target pasar potensial yang baik karena tingginya permintaan di sektor industri kuliner halal di Indonesia.

5 EXT. AREA OF BUNDARAN HI - AFTERNOON

THE CAMERA TAKES A SHOT OF A LOCAL BEVERAGE SELLER USING BIKE, THE POLICE CONTROLLING TRAFFIC, THE FRONT VIEW OF THE BUNDARAN HI MONUMENT, THE SIDE VIEW OF THE BUNDARAN HI BUSWAY STOP, AND PEOPLE CROSSING THE ZEBRA CROSS NEAR THE BUNDARAN HI TO SHOW PEOPLE DOING THEIR ACTIVITIES.

NARRATOR (V.O.)

Pada tahun 2021, Indonesia menempati peringkat pertama pasar konsumen makanan halal di dunia. Ketentuan yang dibuat oleh pemerintah Indonesia dimana produk dan jasa memerlukan sertifikasi halal pun semakin mendorong perkembangan industri halal di Indonesia. (Dinar Standard, 2022)

6 INT. INSIDE OF STASIUN MRT - AFTERNOON - MOVING

THE CAMERA TAKES A SHOT OF A BAND PLAYING INSIDE THE MRT STATION, PEOPLE WALKING TOWARDS THEIR OWN DESTINATIONS, PEOPLE TAPPING-INTO THE MRT STATION, PEOPLE WAITING AND SITTING INSIDE THE MRT, THE

HANDRAILS ON THE MRT, THE VIEW FROM WITHIN THE MRT, AND AN ARRIVING MRT.

NARRATOR (V.O.)

Dalam syariat Islam, halal berarti makanan yang bebas dari bangkai, darah, babi, dan hewan yang dicekik, dipukul, jatuh, ditanduk, serta yang disembelih tanpa menyebut nama Allah. Khamr atau minuman beralkohol juga dianggap haram bagi umat Islam (Surah Al-Ma'idah Ayat 3). Namun, pengetahuan populasi Muslim tentang kehalalan suatu produk bervariasi. Dengan kondisi ini, beberapa konsumen menjadi khawatir untuk mengkonsumsi produk yang belum terbukti kehalalannya. Restoran-restoran di Indonesia harus mengutamakan kebutuhan konsumennya, yang sebagian besar beragama Islam.

7 EXT. AREA OF LITTLE TOKYO BLOK M - AFTERNOON

THE CAMERA TAKES SHOT OF VARIOUS BUILDINGS IN BLOK M, TRANSITIONS FROM AFTERNOON TO EVENING, A GROUP OF 3 (THREE) YOUTHS WALKING AROUND LITTLE TOKYO BLOK M, JAPANESE ORNAMENTS IN LITTLE TOKYO, AND A GROUP OF YOUTHS CONVERSING.

NARRATOR (V.O.)

Maka, penerapan makanan halal di restoran, khususnya di

restoran Jepang, perlu diperhatikan karena makanan Jepang cukup digemari oleh banyak masyarakat Indonesia. Namun tidak banyak yang mengetahui tentang bahan masakan Jepang dan cara pengolahannya, baik itu aman atau tidak untuk dikonsumsi bagi para konsumen makanan halal.

8 EXT/INT. INTERVIEWING DIAN WIDAYANTI

THIS INTERVIEW PROCESS IS ONLY DONE THROUGH VOICE RECORDING. THEREFORE, THE CAMERA TAKES SHOT OF VARIOUS JAPANESE FOODS, BEVERAGES AND BOTTLES OF ALCOHOL, THE SUSHI ROLLING PROCESS, AND THE DIPPING SAUCE PROCESS FOR SUSHI FOOD PRODUCTS.

INTERVIEWER

What is the standard ruling of halal-haram in food?

DIAN WIDAYANTI

"Depends on the interviewee's answer"

INTERVIEWER

Is there any difference between the halal lifestyle in Indonesia now compared to before?

DIAN WIDAYANTI

"Depends on the interviewee's answer"

INTERVIEWER

What is the blind spot
for halal-haram in
Japanese food that many
people are not aware of?

DIAN WIDAYANTI

"Depends on the interviewee's answer"

INTERVIEWER

Why is it beneficial to
consume halal food?

DIAN WIDAYANTI

"Depends on the interviewee's answer"

**9 EXT. 3 ANAK MUDA DI LITTLE TOKYO BLOK M -
AFTERNOON**

THE CAMERA TAKES HALF-BODY SHOT OF 3 (THREE)
YOUTHS WHO ARE CONVERSING.

YOUTH 1

*Kira-kira gimana ya pendapat
orang Indonesia tentang
makanan halal di restoran
Jepang?*

YOUTH 2

Hmm, yuk mari kita tanya!

YOUTH 3

Yuk!

9 **EXT. INTERVIEWING INDONESIANS DI DAERAH LITTLE TOKYO BLOK M, JONKIRA RAMEN, DAN FUTAGO YA! - AFTERNOON**

THE CAMERA TAKES MEDIUM CLOSE-UP AND THE INTERVIEW SESSION IS INTERVIEWED BY DIFFERENT LOCAL PERSONS.

INTERVIEWER

How important is the halalness of a restaurant to you when choosing a restaurant?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Depends on the interviewee's answer"

LOCAL PERSON 3

"Depends on the interviewee's answer"

INTERVIEWER

What benefits or values do you experience when you eat at a restaurant that has been halal certified?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Depends on the interviewee's answer"

LOCAL PERSON 3

"Depends on the interviewee's answer"

INTERVIEWER

Will you still eat at a restaurant that claims "No Pork, No Lard" but isn't halal-certified yet?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Depends on the interviewee's answer"

LOCAL PERSON 3

"Depends on the interviewee's answer"

INTERVIEWER

Do you often eat Japanese food?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Depends on the interviewee's answer"

INTERVIEWER

In your opinion, what are the ingredients used in Japanese food that are not Halal?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Depends on the interviewee's answer"

INTERVIEWER

In your opinion, is it
difficult to find a
Japanese restaurant that
is halal certified?

LOCAL PERSON 1

"Depends on the interviewee's answer"

LOCAL PERSON 2

"Bergantung pada jawaban interviewee"

10 EXT. SUSHI TEI CENTRAL PARK MALL - MORNING

THE CAMERA TAKES A SHOT OF THE EXTERIOR OF SUSHI
TEI RESTAURANT AT CENTRAL PARK MALL.

NARRATOR (V.O.)

*Sushi Tei merupakan
restoran sushi ternama ...*

10 INT. SUSHI TEI CENTRAL PARK MALL - MORNING

THE CAMERA TAKES A SHOT OF THE INTERIOR OF SUSHI
TEI RESTAURANT AT CENTRAL PARK MALL.

NARRATOR (V.O.)

*... di Indonesia yang
terkenal dengan open
kitchen konsep mereka yang
simpler dan modern. Pada
2015, mereka sempat
mengalami kontroversi
karena penggunaan bahan
makanan non halal. Namun*

*sejak 2019, Sushi Tei
telah bersertifikat halal
dari MUI.*

**10 INT. INTERVIEWING NANA, MARKETING OF SUSHI TEI -
MORNING**

THE CAMERA TAKES A MEDIUM CLOSE-UP INTERVIEW SHOT OF THE INTERVIEWEE (NANA, MARKETING COMMUNICATION SUSHI TEI), AND INTERSPERSING WITH CAMERA TAKING SHOTS OF INTERIOR AND VARIOUS DISHES SHOTS FROM SUSHI TEI CENTRAL PARK MALL.

INTERVIEWER

What is the unique selling point of Sushi Tei?

NANA

"Depends on the interviewee's answer"

INTERVIEWER

What differentiates Sushi Tei from other Japanese restaurants?

NANA

"Depends on the interviewee's answer"

INTERVIEWER

What is the reason behind choosing to open an outlet at this location?

NANA

"Depends on the interviewee's answer"

INTERVIEWER

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?

NANA

"Depends on the interviewee's answer"

INTERVIEWER

Is there any special
training for employees
for product knowledge
related to halalness so
that they understand and
can maintain the
halalness?

NANA

"Depends on the interviewee's answer"

11 EXT. FUTAGO YA! BLOK M - AFTERNOON

THE CAMERA TAKES A SHOT OF THE EXTERIOR OF FUTAGO
YA! RESTAURANT IN BLOK M AREA.

AUDIO

LO-FI MUSIC

11 INT. FUTAGO YA! BLOK M - AFTERNOON

THE CAMERA TAKES SHOTS OF INTERIOR OF FUTAGO YA! RESTAURANT IN VARIOUS ANGLES, THE COOKING PROCESS, THE VISITORS WHO ARE SITTING AND ENJOYING THE FOOD, AND SOME OF THE FOOD DISPLAYS OFFERED BY FUTAGO YA!.

NARRATOR (V.O.)

Futago Ya!, yang telah bersertifikat halal, menghadirkan menu Japindo namun tetap mengutamakan unsur halal dalam produknya. Dengan konsep street shop ala Jepang, mereka menjual berbagai hidangan seperti creamy miso udon, donburi, dan onigiri.

11 INT. INTERVIEWING KOGI PUTRATAMA, OWNER OF FUTAGO YA! - MORNING

THE CAMERA TAKES MEDIUM CLOSE-UP INTERVIEW SHOT OF THE INTERVIEWEE (KOGI PUTRATAMA, OWNER OF FUTAGO YA!), AND INTERSPERSING WITH CAMERA TAKING SHOTS OF THE INTERIOR, COOKING PROCESS, AND VARIOUS DISHES FROM FUTAGO YA!.

INTERVIEWER

What is the unique selling point of Futago Ya! ?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

What differentiates
Futago Ya! from other
Japanese restaurants?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

Why did you choose to
open Futago Ya! at Blok
M?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

What are the substitutes
of non-halal ingredients
in Japanese cuisine and
are they able to maintain
the typical Japanese
taste?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

How to maintain the
halalness of the raw
ingredients (from
suppliers) as well as the

food produced inside of
the kitchen?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

How is the process of
obtaining a halal
certification for a
restaurant in Indonesia?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

INTERVIEWER

What is the additional
value of having halal
certification for Futago
Ya! ?

KOGI PUTRATAMA

"Depends on the interviewee's answer"

12 EXT. JONKIRA RAMEN TANJUNG DUREN - AFTERNOON

THE CAMERA TAKES VARIOUS SHOTS OF THE EXTERIOR OF
JONKIRA RAMEN RESTAURANT IN TANJUNG DUREN AREA.

NARRATOR (V.O.)

*Jonkira Ramen adalah
restoran Jepang
bersertifikat halal
dengan konsep dapur
terbuka yang menyajikan ...*

12 INT. JONKIRA RAMEN TANJUNG DUREN - AFTERNOON

THE CAMERA TAKES SHOT OF THE JONKIRA RAMEN RESTAURANT IN VARIOUS ANGLES, THE MENU, THE COOKING PROCESS, AND SOME OF THE FOOD OFFERED BY JONKIRA RAMEN.

NARRATOR (V.O.)

... hidangan ramen Jepang, donburi dan tempura yang lezat dengan harga terjangkau. Dengan harga menu mulai dari Rp10.000 hingga sekitar Rp46.000.

12 INT. INTERVIEWING MULYAWAN ISKANDAR, AREA MANAGER JONKIRA RAMEN - AFTERNOON

CAMERA TAKES MEDIUM CLOSE-UP INTERVIEW SHOT OF THE INTERVIEWEE (MULYAWAN ISKANDAR, AREA MANAGER JONKIRA RAMEN), AND INTERSPERSING WITH CAMERA TAKING SHOTS OF INTERIOR, COOKING PROCESS, AND VARIOUS DISHES FROM JONKIRA RAMEN.

INTERVIEWER

What is the unique selling point of Jonkira Ramen?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

What differentiates Jonkira Ramen from other Japanese restaurants?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

What is the reason behind
choosing to open an
outlet at this location?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

Why did you choose
Japanese cuisine for your
restaurant?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

Why do you want to get
into the halal food
business?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

What is the crucial
aspect in the need of
halal certification for
Japanese restaurants in
Indonesia?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

INTERVIEWER

What is the additional
value of having a halal
certification for Jonkira
Ramen?

MULYAWAN ISKANDAR

"Depends on the interviewee's answer"

13 EXT/INT. CALLING OUT YOUNGPREENEURS

THE CAMERA TAKES MONTAGE SHOTS OF VARIOUS JAPANESE
FOOD SUCH AS SUSHI, RAMEN, AND OTHERS.

NARRATOR (V.O.)

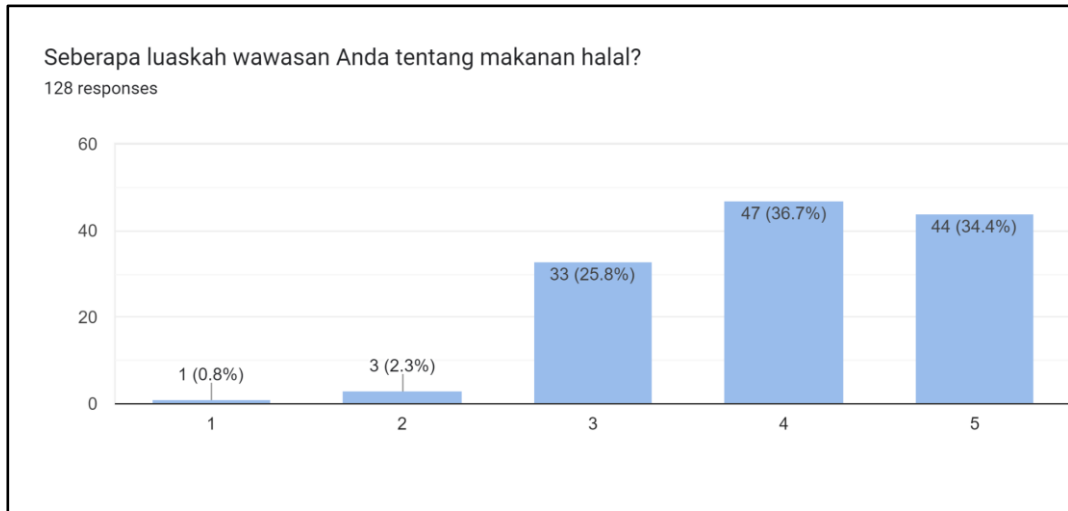
*Untuk kalian para pecinta
makanan Jepang khususnya
halal food consumers,
pastinya memilih restoran
jepang yang bersertifikat
halal membuat kalian merasa
lebih aman bukan? Makanya,
untuk para youngpreneurs
yang tertarik berbisnis
Japanese food, ayo terapkan
sertifikasi halal! Melihat
bahwa mayoritas masyarakat
Indonesia beragama Muslim,
sertifikasi halal bisa
menjadi value atau nilai
yang sangat bagus untuk
restoran kalian loh!*

*Apalagi kalian sudah
mengetahui proses dan
caranya bukan? Mari
bersama-sama membangun
bisnis Halal di Indonesia
menjadi semakin berkembang!*

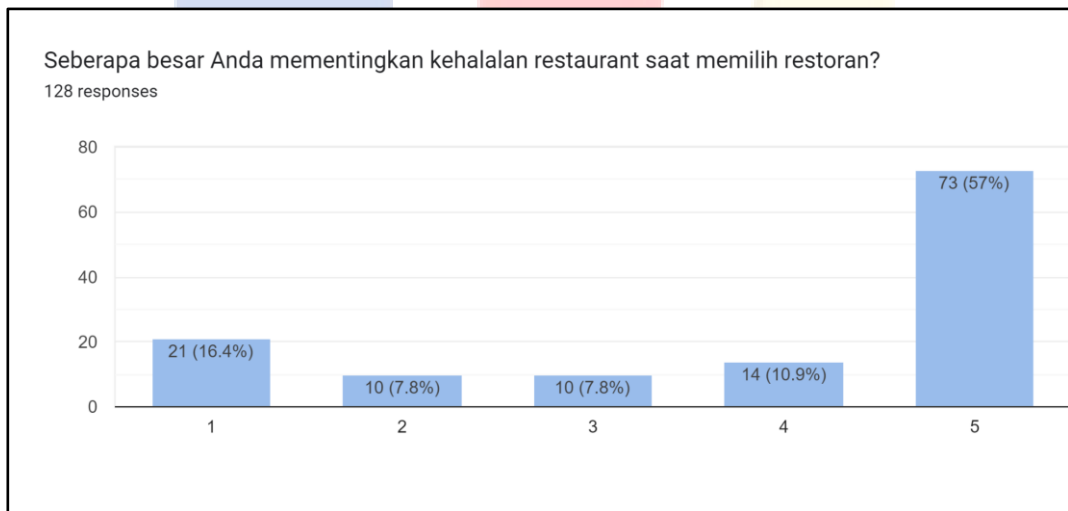
VIDEO FADE TO BLACK



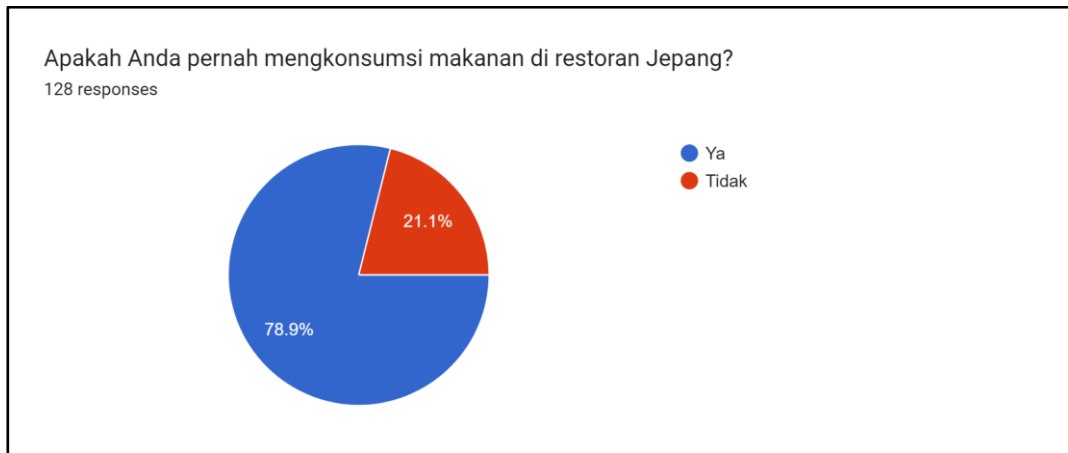
APPENDIX 3
SURVEY RESULTS (ALL RESPONDENTS)



How would you rate the broadness of your knowledge on halal food?



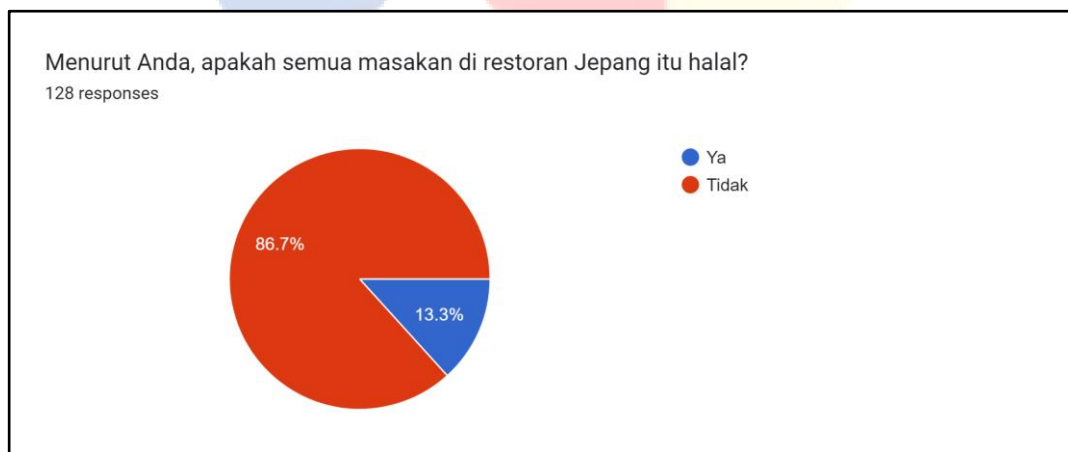
How important is the halalness of a restaurant for you when choosing a restaurant?



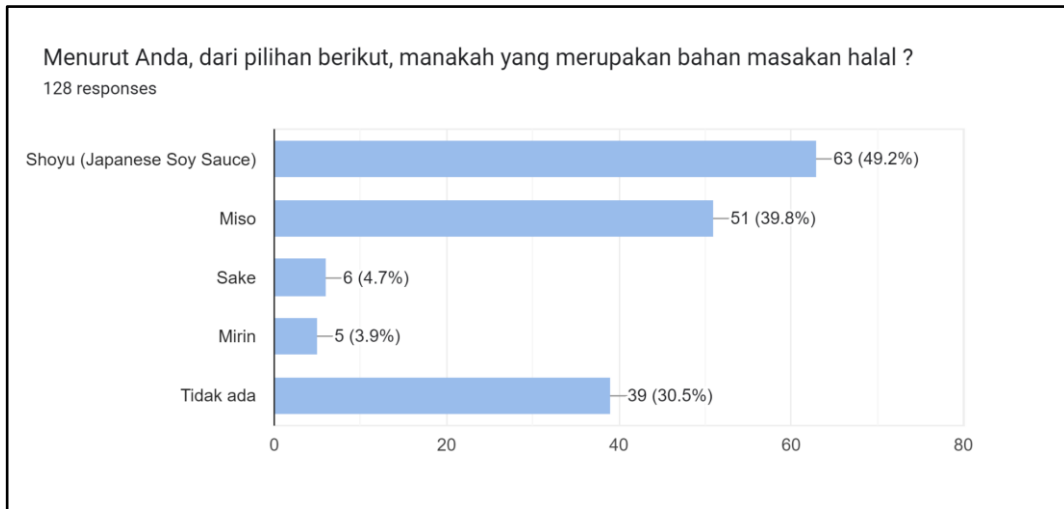
Have you ever dined in a Japanese restaurant?



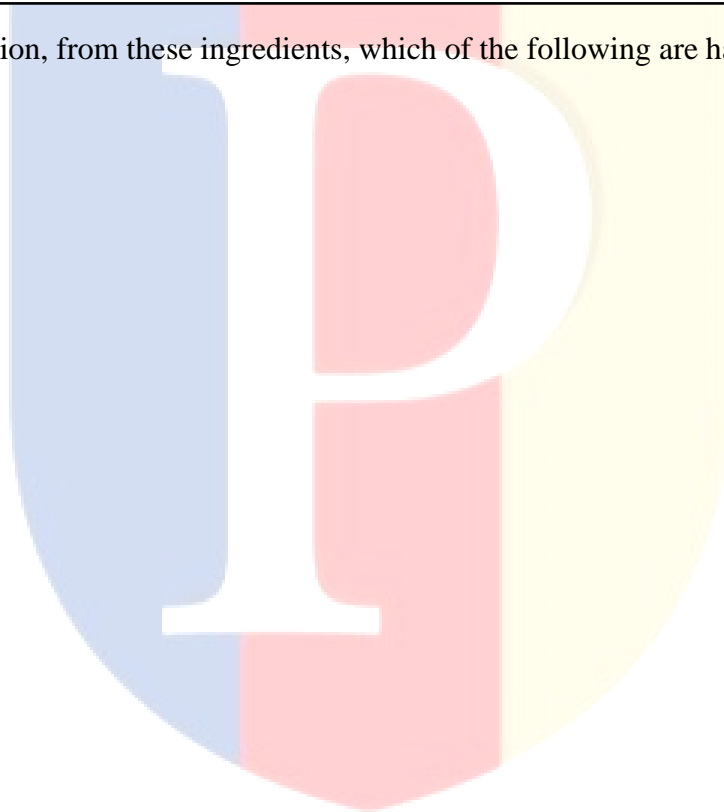
Do you know if the Japanese restaurant where you have dined at is halal-certified?



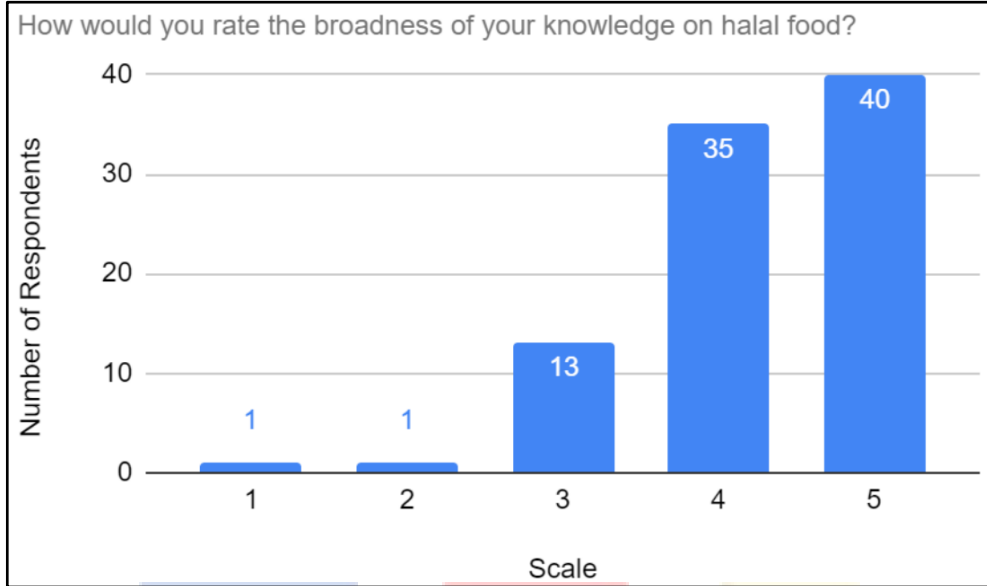
In your opinion, are all dishes in Japanese restaurants halal?

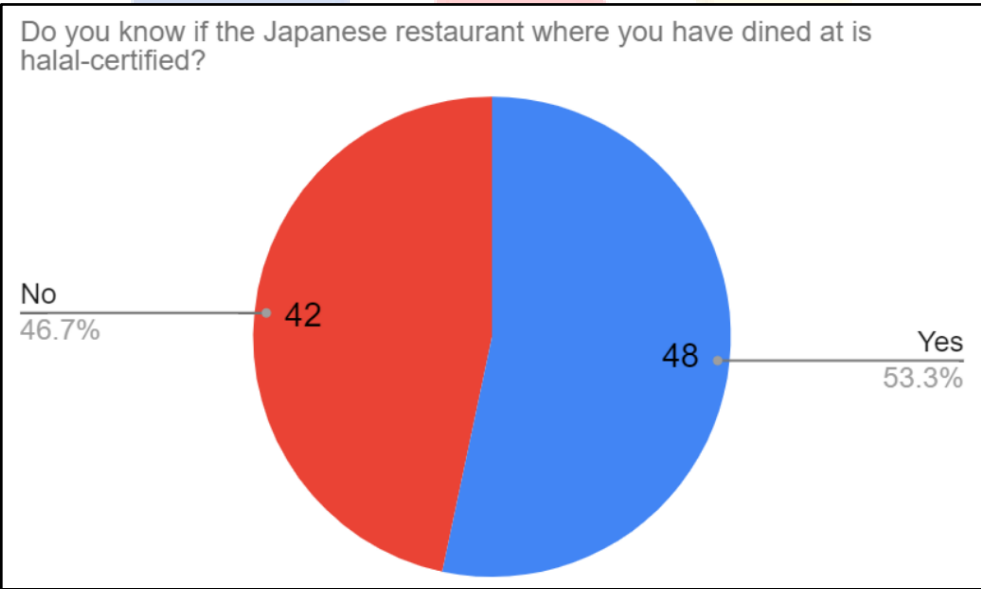
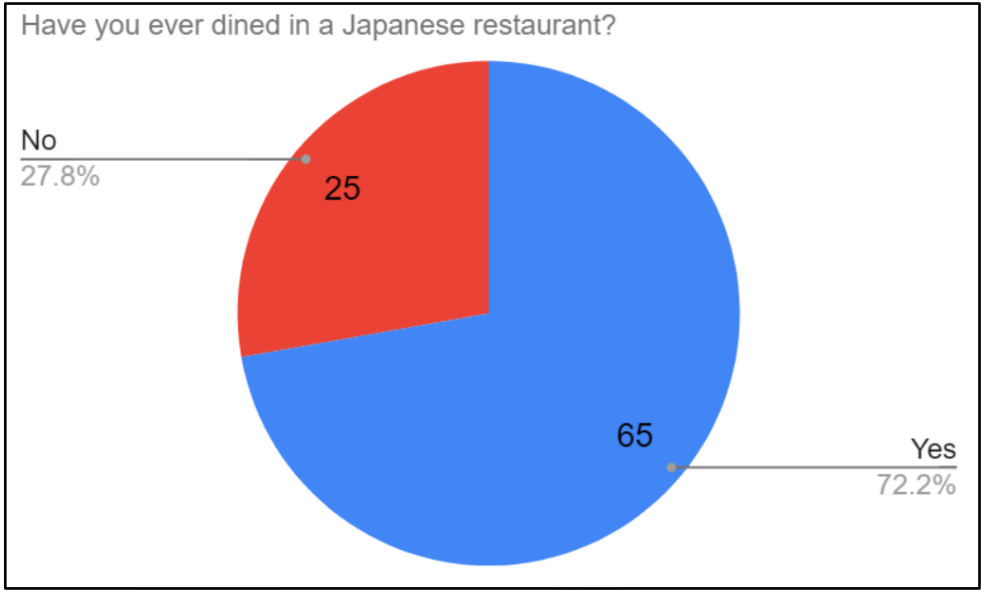


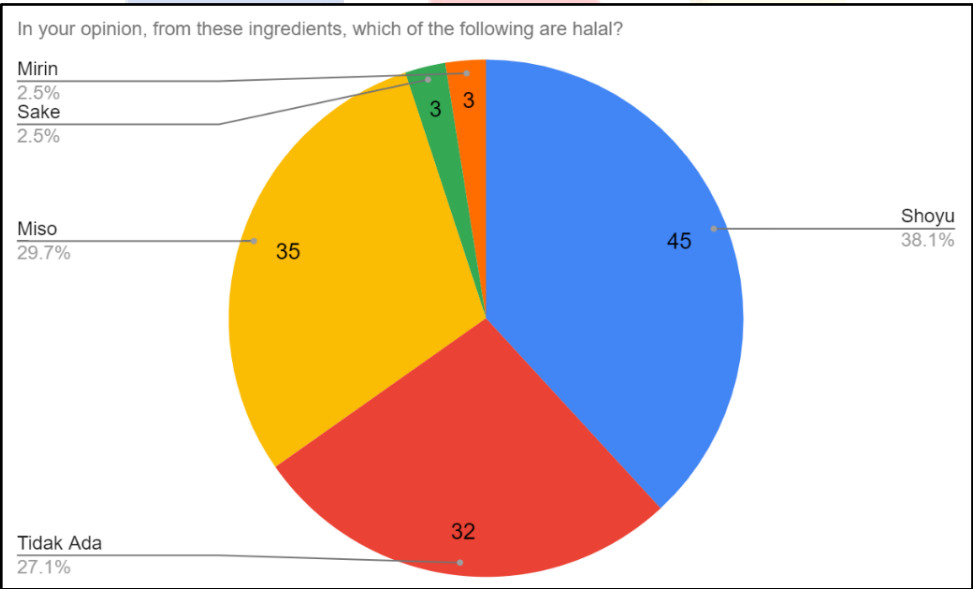
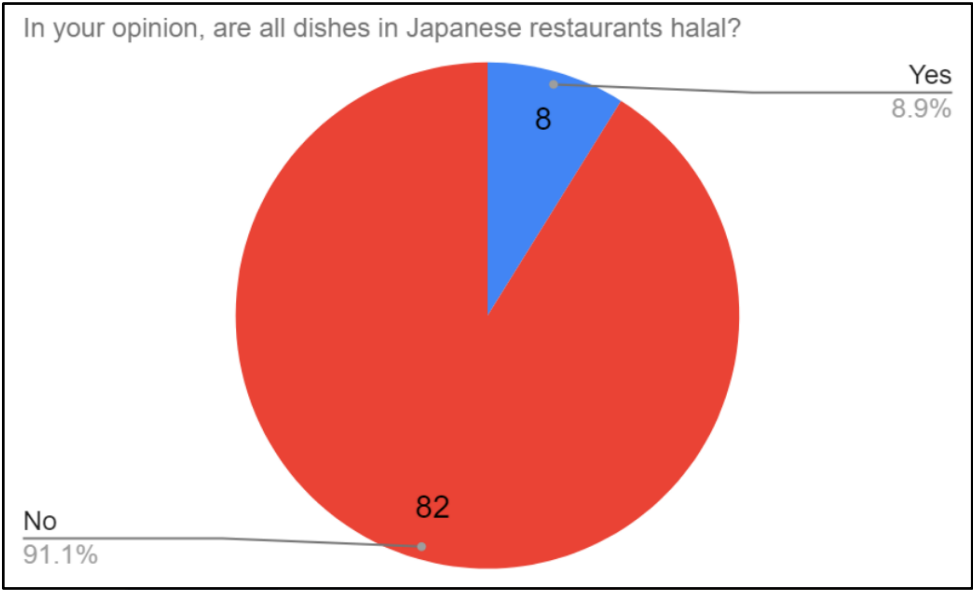
In your opinion, from these ingredients, which of the following are halal?



APPENDIX 4
SURVEY RESULTS (MUSLIM RESPONDENTS ONLY)







APPENDIX 5 MENU OF SUSHI TEI

睦月 Mutsuki
"let the good times ROLL"
Veggie Roll, Botan Salmon, Harumaki Roll, Chicken Pop Roll


Vegetarian MENU
Vegetarian Kaya Roll, Vegetarian Crispy Roll, Vegetarian Kaya Udon, Vegetarian Kaya Don, Vegetarian Syzax, Vegetarian Kaya Horagae

めんたい Mentai Galore
Chicken Karage + Mentai Rice, Kindsu Mentai Rice, Beef Teriyaki Mentai Rice, Original Mentai Rice

前菜 APPETIZERS
HOUSE SPECIALTIES
特選 日本産和牛 JAPANESE WAGYU

APPENDIX 6

MENU OF FUTAGO YA!




MENU FUTAGO YA


双子屋 ×メニュー

MAIN COURSE


メインコース




01. Creamy Miso Udon
クレーミー みそ うどん
udon, creamy miso
beef brisket, sambal matah
44 K




02. Brisket Don
ブリスケット ビーフ どん
rice, tamago scrambled,
beef brisket
35 K




03. Oyakodon
親子どん
rice, chicken karage,
mushrooms, tamago.
35 K



04. Gyoza Don
餃子 どん
rice, chicken gyoza,
onsen tamago
35 K



05. Katsu Don
カツ丼
rice, chicken katsu
35 K




06. Abura Ramen
あぶらラーメン
dry noodle, grilled chicken,
pangsit noni, tamago
45 K


*) Harga sudah termasuk PPN

SIDE DISH


副菜




01. Chicken Katsu
チキン カツ
chicken katsu,
katsu sauce, mayo
35 K




02. Gyoza Cream
餃子 クリーム
chicken gyoza, creamy miso
39 K



03. Chicken Karage Terasi Mayo
チキン から揚げ と
タネシ マヨ
chicken karage, terasi mayo
35 K



04. Gyoza Colok
揚げ餃子とソース
chicken gyoza,
bumbu kacang wien
3pcs : 28 K | 6pcs : 45 K



05. Minari
ミナリ
tahu minari, topping telur,
tabako, kacangbudi
3pcs : 35 K | 6pcs : 65 K

ONIGIRI
おにぎり

- Mentaigiri 20 K
- Onigiri Salmey 17 K
- Onigiri Nayo 17 K
- Onigiri Cokolang 17 K

NEW!


- TEJO (Terasi otak cek) 17 K
- RICANG (Heri kacang) 17 K
- PUDING GULA AREN 15 K

ADDITIONAL
追加

- Pangnor (Pangsit Nori) 15 K
- Rice 16 K
- Beef Brisket 9 K
- Tamago (Onsen/Scrambled) 9 K
- Sambal Matah 6 K

BEVERAGE
ドリンク

- Apple Malt 30 K
- Sarsaparilla 22 K
- Medjaha 17 K
- Coca-cola 17 K
- Sprite 17 K
- Mineral Water 11 K



@gofutago

APPENDIX 7
MENU OF JONKIRA RAMEN



美味しい

DONBURI



Ebikatsudon
Nasi dengan bumbu rahasia, telur & Ebikatsudon
40*



Chickenkatsudon
Nasi dengan bumbu rahasia, telur & Chickenkatsudon
35*



Gyudon
Nasi dengan bumbu rahasia, telur & Gyudon
43*

TEMPURA



Shumai
10.741



Ebi Katsu
20.933



Spicy Fish Ball
9.667



Sakana Katsu
15.171



Fish Cake
12.500



Cream Croquette
14.444



Ebi Tempura
13.267

RAMEN

Tori Ebi Ramen

Kuah ramen ayam yang dibungkus dengan rempah-rata nasi seafood yang familiar berpadu dalam mangkuk penuh kelezatan.

REGULAR **36***

2 potong daging, 1/2 butir telur, sayuran, & nori

LARGE **46***

4 potong daging, 1 butir telur, sayuran, & nori

Tori Tori Ramen

Kuah ramen ayam yang dibungkus dengan bumbu rahasia sehingga menciptakan cita rasa ayam yang kuat dan tahan lama ramen asli Jepang.

REGULAR **34***

2 potong daging, 1/2 butir telur, sayuran, & nori

LARGE **43***

4 potong daging, 1 butir telur, sayuran, & nori

Tori Karai Ramen

Kuah ramen ayam ala-ala Jepang dengan perpaduan rasa pedas, asam, & manis membuatnya jadi must have of ramen.

REGULAR **37***

2 potong daging, 1/2 butir telur, sayuran, & nori

LARGE **46***

4 potong daging, 1 butir telur, sayuran, & nori

Tori Extra Noodle

Ramen ala-ala Jepang dengan cita rasa ayam yang kuat dan tahan lama yang lebih banyak!

EXTRA NOODLE **29***

2 potong daging & sayuran

DRINK

Air mineral 8.000	Blackcurrant Tea 14.000
Ocha 11.000	Orange Juice 17.000
Lemon tea 14.000	



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**APPENDIX 8
BEHIND THE SCENES**



Monday, 21 November 2022
Shooting at Sushi Tei Central Park Mall and interviewing Marketing Communication of Sushi Tei.



Monday, 21 November 2022
Group photo with Marketing Communication team of Sushi Tei at Central Park Mall.



Monday, 21 November 2022
Shooting the process of cooking ramen from Jonkira Ramen Halal.



Monday, 21 November 2022
Shooting at Jonkira Ramen Halal and interviewing Area Manager of Jonkira Ramen.



Monday, 21 November 2022

Group photo with Mr. Mulyawan, Area Manager of Jonkira Ramen Halal.



Friday, 25 November 2022

The process of recording voiceover for the storytelling video



Friday, 25 November 2022

Shooting at Futago Ya! and interviewing Kogi Putratama (Owner of Futago Ya!)



Friday, 25 November 2022

Interviewing 2 (two) diners from
Futago Ya!



Friday, 25 November 2022

Group photo with Mr. Kogi
Putratama, Owner of Futago Ya!



Friday, 25 November 2022

Group photo of members at
Bundaran HI



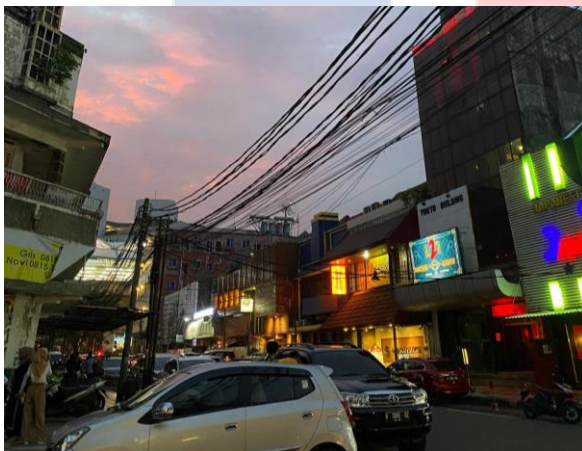
Friday, 25 November 2022

The videographer taking a shoot of Jakarta view from the MRT, while on the way to Blok M



Friday, 25 November 2022

The members of capstone project sitting at the MRT while the MRT is on the way to Blok M



Friday, 25 November 2022

Shooting at Little Tokyo in Blok M



Friday, 25 November 2022

Group photo with the videographer at Little Tokyo Blok M

APPENDIX 9

INTERVIEW RESULT FROM A HALAL LIFESTYLE ENTHUSIAST

Name : Dian Widayanti
Position : Halal Lifestyle Enthusiast
Interview Date : November 16, 2022
Result :

1. What is the standard ruling of halal-haram in food?

- In the Quran, the laws of halal and haram are clear, where Muslims are ordered to eat halal and *Thayyib* food. In simple terms, halal means that we cannot eat pork, animals that are not slaughtered with bismillah, then dangerous animals that have fangs and also blood or carrion. So, for example a cow that dies, not slaughtered but was shot, then the cow is considered as a carcass. So, if it is a carcass, it means it is forbidden for Muslims to consume. Yet, what is currently happening in today's culture is the rise of non-halal ingredients mixed into foods. For example: the use of sake, mirin and shoyu to enhance the taste of a food, but these ingredients are not halal for Muslims. Since everything that is intoxicating or alcoholic, whether a lot or a little, is still not halal for Muslims.

2. Is there any difference between the halal lifestyle in Indonesia now compared to before?

- There are still many Muslims who may not be aware that their food is often mixed with non-halal ingredients, because most people in Indonesia think that only pork and lard are haram. But slowly and gradually, they are starting to shift from being unaware to becoming more aware.

3. What is the blind spot for halal-haram in Japanese food that many people are not aware of?

- In reality, halal is not just "No Pork, No Lard," halal-haram is broad, especially in the alcohol section. Often, foods with international

flavors still use alcohol in the cooking process, which is actually illegal and has been agreed upon in the Majelis Ulama Indonesia (MUI) fatwa. Aside from pork and lard, a critical point in Japanese cuisine is mirin, sake and shoyu. Mirin is a sweet sauce which actually comes from alcoholic drinks or intoxicating drinks and is often mixed into sushi rice, and also for the dipping sauce. Sake can also be a dipping sauce too. Oftentimes, shoyu is alcoholic, although not all alcoholic shoyu is not halal, but there are many alcoholic shoyu which contain quite a high amount of alcohol.

4. Why is it beneficial to consume halal food?

- Because consuming halal food is an obligation for every Muslim and it is written in the Quran, what is written in the Quran is definitely good and definitely true. Research shows that the pig has tapeworms which are actually unhealthy for the human body, and alcohol is not good for health either. Many people have died because they drink too much liquor of all kinds, which affects the health of the body and all kinds of things. Therefore, both from the Quran (our beliefs as Muslims) and from research, many have supported the fact that halal food is good for us.

APPENDIX 10
INTERVIEW RESULT FROM SUSHI TEI INDONESIA

Name : Nana
Position : Marketing Communications
Interview Date : November 21, 2022
Result :

1. What is the unique selling point of Sushi Tei?
 - Sushi Tei has guaranteed food quality in terms of food safety and halal guarantees where all Sushi Tei outlets are halal certified from the MUI. Sushi Tei also provides original, new and varied products made by Japanese chefs who are experts in their fields. Sushi Tei outlets are spread throughout Indonesia so customers can find Sushi Tei easily.
2. What differentiates Sushi Tei from other Japanese restaurants?
 - Sushi Tei has more than 19 (nineteen) years of experience in Indonesia, so it is ensured that the consistency of the quality is maintained, starting from the service and food.
3. 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?
 - Because 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 to visit Sushi Tei.
 - After obtaining halal certification, Sushi Tei is increasingly recognized and has a wider range of customers since they feel more comfortable while eating at Sushi Tei.

4. Is there any special training for employees for product knowledge related to halalness so that they understand and can maintain the halalness?
- Sushi Tei definitely has training, every new staff member is always given training before being deployed to the field and also conducts routine refreshment training. Not only halal training, but Sushi Tei also provides training related to food safety, hygiene, sanitation, and more.



APPENDIX 11
INTERVIEW RESULT FROM FUTAGO YA! BLOK M

Name : Kogi Putratama
Position : Owner of Futago Ya!
Interview Date : November 25, 2022
Result :

1. What is the unique selling point of Futago Ya! ?

- Futago Ya!'s unique selling point is our location; we have a small place with a bar concept. Through this concept, we hope that we can provide a simpler Japanese concept. And besides being simple, we also try to be strict about halal Japanese food. So, we try to be closer to street food as well and to families too so that it's safer. And on a market basis, we try for halal certification.

2. What differentiates Futago Ya! from other Japanese restaurants?

- The most frequent question when selling food is "Is this halal or not?". As simple as in Indonesia, when we want to sell something, who is our market? Futago Ya! tries to stick to halal Japanese food. In terms of our plus points, apart from being halal, from the price point, we are quite competitive. We maximize the price we offer and our own product concept by creating products inspired by Japindo (Japanese Indonesian). Because our roots are from Japan and Indonesia, thus we try to create stories and products that relate to Indonesia. For example, their Creamy Miso Udon. The broth is creamy and slightly buttery, which is inspired by Sop Kaki Kambing.

3. What are the substitutes of non-halal ingredients in Japanese cuisine and are they able to maintain the typical Japanese taste?

- In terms of ingredients, there are more halal ones than non-halal ones. For example, their brisket is similar to pork belly. They did not

intentionally want to make it just like how pork is. But in terms of the shape and texture of the meat, they use brisket, which has more fat. Then, another example is mirin. Japanese brands in Indonesia are already quite aware of what kind of market they face and Kikkoman releases quite a lot of variations of flavors, even halal mirin. Other brands have also started to produce a lot of halal versions. So, the benefit in our country is that there are lots of choices to explore in halal products.

4. How to maintain the halalness of the raw ingredients (from suppliers) as well as the food produced inside of the kitchen?
 - For Futago Ya! that is already halal, to maintain it there are rules from when we registered for certification. First of all, we definitely have to have an SJH team, we do not specifically hire it, but according to the job description it is listed for the people who are appointed to work in it, for example, what is the general divisions when we do business for food? Purchasing, buyers and good receivers, then there is finance, there are chefs and others, and all of that can be linked to the SJH team (Sistem Jaminan Halal). 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, how the product will be produced. So, it is quite thorough with the SJH system, but for those who aren't halal certified, it's as simple as when we talk about protein like meat and chicken, make sure the certificate matches with what we purchase. For example, when buying meat, does the meat match with the certificate? Usually, meat has an established date and an expired date, so for meat, the certificate has to be matched with its' cardboard box first, then the box is matched with its' vacuum pack. But beyond that, like the chicken, you must be more communicative with the sellers because usually in Indonesia, even though there are lots of halal packages,

sellers in the market usually use plastic bags bought in bulk. Thus, that needs to be clarified again where it comes from, is the system right, is this a *tiren* (died before being slaughtered) chicken or not. Because the chickens that are sold in the market have varying qualities, some are *tiren*, some are stepped on and then sold. So, in terms of quality, if we talk about it in general, it will be enough to help our health. So apart from the *syariat* itself, the process that we go through actually helps us to choose products that are more proper, cleaner, and comfortable to consume.

5. How is the process of obtaining a halal certification for a restaurant in Indonesia?
 - To obtain halal certification, Futago Ya! registered to both the BPJPH and Halal MUI. We have been certified 2 (two) times. First, purely to the MUI. The second, which I mentioned earlier, is to the BPJPH and MUI. For now, I haven't studied about the newest update of the of halal certification. However, it's more or less like that. You should have an SJH team, to know where the products are or the production process.
6. What is the additional value of having a halal certification for Futago Ya! ?
 - From Futago Ya!'s perspective, segmentation focuses more on the majority of the market which are Muslims, makes it easier to collaborate with other halal brands, and it is easier to inform the market that we are officially halal (not just a self-statement). In addition, halal products are applicable in general. It's not just for one group or Muslims, but it can be for everyone because the selection of ingredients helps us prepare a neat quality of product with a clear source of ingredients. That is what we want to give to the majority market. And we hope that our food can be consumed without hesitation and can provide comfort, cleanliness, and quality.

APPENDIX 12
INTERVIEW RESULT FROM JONKIRA RAMEN HALAL

Name : Mulyawan Iskandar
Position : Area Manager
Interview Date : November 21, 2022
Result :

1. What is the unique selling point of Jonkira Ramen?
 - We have been doing surveys for several months before Jonkira Ramen opened. Then, we found that most students and office people here like noodles, so we decided to make authentic Japanese ramen with Indonesian taste.
2. What differentiates Jonkira Ramen from other Japanese restaurants?
 - Jonkira Ramen has obtained a halal certification from MUI and there are still not many ramens with halal certificates. Secondly, we have conducted a survey before we launched the product, they said the taste of our soup (Jonkira) is different from the existing ramen.
3. Why did you choose Japanese cuisine for your restaurant?
 - The owner himself likes to cook, especially Japanese specialties, thus he chose to open a Japanese restaurant. Besides that, there are quite a lot of Japanese restaurants here, but only a few that sell noodles or ramen. Although there are several competitors here, Jonkira dares to compete with the prices and flavours that Jonkira offers to the customers.
4. Why do you want to get into the halal food business?
 - Because almost 80% of the majority of Indonesian people are Muslims. For that reason, Jonkira immediately processed the halal logo certification. After all, it is a bit difficult to find authentic Japanese ramen with halal certification. So, that is our point for

getting into the halal food business. Therefore, Jonkira was opened.

5. What is the crucial aspect in the need of halal certification for Japanese restaurants in Indonesia?

- As 80% of Indonesian citizens are Muslim, it is very important for us to convince them that our products are halal-certified. 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). So, we have to really convince them and it is very important for us as well since we can proudly say that our brand is a halal ramen brand. For that reason, we are really concerned about halal certification. For 8 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.

6. What is the additional value of having a halal certification for Jonkira Ramen?

- Since we sell ramen that is identical with Japanese characteristics, there are still many people who are hesitant to eat Japanese cuisine without the MUI logo. So, when Jonkira obtains 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. As it is quite difficult to find halal-certified ramen. So, the income we get is very high as well as the trust we get from our own customers. So, many customers have started to come and more courage to enjoy Halal Jonkira Ramen.