

**The 2nd Conference on Management, Business,  
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**DESIGN AND DEVELOPMENT OF HALAL INDUSTRY DOCUMENTARY VIDEOS  
USING MDLC**

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**ABSTRACT**

Documentary video have been long used to deliver complex message and knowledge in a more concise and easier to consumed format. This format is dominantly used to convey message to older generation, but due to state of global pandemic, younger generation also consuming documentary video as learning media. Current news about Islam might turn off some people to even trying to understand what Islamic culture is due to islamophobia. This study aims to deliver one of Islamic core culture, ‘halal’, in which can be formed in various sectors of industry. We used the MDLC methodology and motion text technique to develop halal industry in Indonesia documentary video. The result is disseminated using open video sharing platform and already gathering attention from various individuals. We are hoping that we can help reducing islamophobia and also show the potential of halal industry to economics growth in Indonesia, especially to younger generations.

***Keywords: MDLC, Documentary Video, Motion Graphics, Halal***

**INTRODUCTION**

Indonesia is a country with the largest Muslim population in the world, which is the initial capital for Indonesia as the center of the world's halal industry. According to the 2018 global religious futures, in 2010 the Indonesian Muslim population ranked first in the world's largest Muslim population, reaching 209.12 million people or about 87% of the total population of Indonesia, this number is estimated to reach 229.62 million by 2020 (Saputri, 2020). Halal products are very important products for Muslims. Muslims/Muslims are people who put forward the importance of

halal products, both food products. drinks, medicines, cosmetics, because this must be in line with Islamic law, that Muslims prioritize and want the products to be consumed to be guaranteed halal and pure (Muawanah, Nur Dinah Fauziah, 2020).

In addition, the halal product industry is part of the sharia economy that has been developed by the government since the last three decades. In its development, Islamic economics first touched the service sector, namely financial services. Islamic banking began to stretch since the 1990s. Precisely in 1992 relatively late, this industry entered the initial phase of the journey marked by the establishment of the

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first Islamic commercial bank in Indonesia, namely Bank Muamalat. As of January 2019, Islamic financial services can gain a share of 6.8 percent. Not only that, according to a report from the State of The Global Islamic Report (2019), there are around 1.8 billion Muslim residents who are consumers of the halal industry. Consumer opportunities in the halal industry are increasing by 5.2% annually with total consumer spending reaching USD 2.2 trillion. This number is expected to continue to increase every year. The projection of the Compound Annual Growth Rate (CAGR) of the halal industry will increase to 6.2% in the period 2018 to 2024. The total funds spent by consumers of the halal industry will also increase to reach USD 3.2 trillion in 2024 (Fathoni, 2020).

Indonesia's consumption of halal products in 2019 reached US\$144 billion, making Indonesia the largest consumer in this sector. The Muslim-friendly tourism sector has put Indonesia in the 6th position in the world with a value of US\$11.2 billion. In the Muslim fashion sector, Indonesia is the 3rd consumer in the world with a total consumption of 16 billion US Dollars. Indonesia's halal pharmaceutical and cosmetics sector ranks 6th and 2nd with total expenditures

of US\$ 5.4 billion and US\$ 4 billion respectively.

Documentary videos have long been used to convey complex messages and knowledge in a format that is more concise and easier to consume. Documentary films do not create an event or events but record events that really happened or were authentic (Dzulhijjati & Yusanto, 2021). Motion Graphic is a combination of motion graphics that produce visual art in the form of animation. Visual animation graphics can be a series of visual-based designs such as illustrations, typography, photography or 3D elements. The media used in motion graphics video can consist of a combination of several elements, the first is an image or vector graphic element which is a visual that does not move, then is video data in the form of footage or clips and the last is audio in the form of sound such as sound effects, background music. and voiceovers. With a combination of graphic design, audio and film language, a motion graphic video is created (Nurohim, 2019).

This paper aims to report our analysis and development process of documentary videos that explains about one of the core cultures of Islam, 'halal', which can be formed in various industrial

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sectors. The said video main purpose is to provide explanations to the older generation, but due to the global pandemic, the younger generation also consumes documentary videos as learning media. The results are disseminated using an open video sharing platform and have attracted the attention of various individuals. We hope to help reduce Islamophobia and show the potential of the halal industry for economic growth in Indonesia, especially to the younger generation.

## **LITERATURE REVIEW**

Research from Rukmana, Hafizh Arif Al-farsy, 2022 entitled "Designing a Video Documentary About the Impact of a Pandemic on the Print Advertising Business at Rovell Advertising." advertising. The data collection method and the design phase used several techniques, namely interviews, literacy studies and field observations. The results of the finished production of the documentary video "The Impact of the Pandemic on Print Advertising Businesses", then the video will be published so that it can be appreciated by the audience or the general public.

The research entitled "Short Film of Dumai City Outskirt Community with Combination of Live Shoot and Motion Graphics Techniques". The design of this research documentary video uses a combination of live shoot and motion graphics techniques to discuss the making of a short documentary genre film located in the suburbs of Dumai, the Bagan Keladi area, which is far from urban areas. Video coverage covers the daily life of the speakers, starting from activities in the morning until the evening. Covers his work activities as a custodian of oil palm plantations and seekers of resin seeds. Through this documentary video, it is hoped that it will be able to bridge the reality of the life of the lower economic community. The method used in this study is the method of collecting data from the study of literature, observation and the 5W+1H method or interview. The process of making this video goes through 3 stages, namely pre-production, production, and post-production. So that the results are expected to be able to convey moral messages to the wider community through social media and YouTube (Yuliati, 2020).

Based on research from Atmojo et al., 2019 entitled "Learning

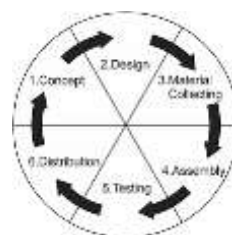
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Media Introducing Indonesian Cultural Diversity Using the Multimedia Development Life Cycle Method" contains interactive learning media needed to increase enthusiasm for learning. With an attractive display, and animations that are presented, it is hoped that knowledge about Indonesian culture will increase, and the level of boredom will decrease, the learning process will be more enjoyable. The research method used in this research is Data Collection Method in the form of: Interview, Observation, Questionnaire, and Literature Study. And the multimedia application development method used is the MDLC (Multimedia Development Life Cycle) method which includes Concept (conception), Design (design), Material Collecting (material collection), Assembly (manufacturing), Testing (testing), and Distribution (storage). The results of this study have been tested on students; the results of this application can help children in learning the diversity of Indonesian culture.

The research entitled "Documentary Film of Kamasan Puppet Painting Klungkung Bali" This study aims to produce a design and implement the results of the development design of the Kamasan Wayang Painting Documentary Film, the type of research

used in this study is research and development with a cyclic strategy model. This documentary was implemented using the Adobe Premiere Pro CC 2018 application in the video editing process, Adobe After Effects CC



2018 for making animated videos, Adobe Audition CC 2018 in the sound editing process, and Adobe Photoshop CC 2018 for making designs for documentary film purposes. The results of the Documentary Film of Kamasan Puppet Painting Klungkung Bali can be used as a medium of information on the history of Kamasan wayang painting (Pranata et al., 2019).

Research from Bagus et al., 2019 entitled "Documentary Film of the Bedulu Kecak Dance The Eroding of Existence in the Land of His Birth" this journal contains the design and implementation of the design of the Kecak Bedulu Dance Documentary Film and knowing the public's response to the final result of the Kecak Bedulu Dance Documentary Film. From this documentary, it can be a medium to

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provide historical information about the Bedulu Kecak Dance. The research used is research and development with a cyclic strategy model. This documentary was implemented using the Adobe Premiere CC 2017 application in the video editing process, as well as Adobe Photoshop CC 2017 for the design of the documentary film.

## METHODS

In this study, the method used by the author in designing motion graphics documentary videos is the *Multimedia Development Life Cycle* (MDLC) method. The design process using MDLC can be applied randomly but must comply with the provisions, namely starting from the *concept stage*. The MDLC method of Luther's version has 6 stages as shown in Figure 1.

**Figure 1.** Stages of MDLC (Multimedia Development Life Cycle)

There are six stages, namely concept, design, collecting material, assembly, testing, and distribution.

## System planning

According to the system design using the MDLC method, namely:

### 1. Concept



In this stage, the author will create a concept for a documentary video about the halal industry that uses motion graphics with the MDLC method with the aim of educating and informing the general public about the halal industry, especially to the younger generation. This documentary video was designed using 3 applications, namely *Adobe After Effect 2022* for editing motion graphics, *Adobe Photoshop 2020* for graphic design

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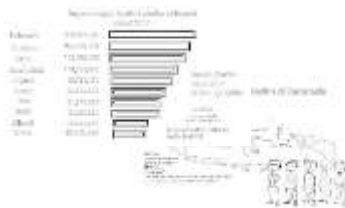
and *Audacity* for audio editing . The concept that the author does is to divide



the content of the video into 3 parts such as the opening video, the content of the video and the end of the video closing.

## 2. Design

The *design* stage is the stage where the author determines all the *styles* used, motifs the graphic design, the selection of video materials and the flow of the video



that will be made into a *storyboard* in



detail. The materials used there consist of *vectors*, *wallpapers*, images, *fonts* writing and audio. For materials related to graphics will be made using *Adobe Photoshop*



2020 with a predetermined *style* . At this stage *2D storyboard sketches* will be designed that show the flow of each *scene* in the video. In Figure 2, Figure 3, Figure 4 below are examples of storyboard sketches.



**Figure 2.** Example of an Opening Video Storyboard

**Figure 3.** Example of a Video Content Storyboard



**Figure 4.** Example Storyboard at the end of the Video

## 3. Collecting Materials

In the *material collecting stage* , the author collects all the information

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and tools that will assist in the process of designing a video documentary. Among them are pictures, *backgrounds*, research results, videos on youtube, related



articles, and other supporters. For applications the author uses *Adobe After Effects 2022*, *Adobe Photoshop 2020* and *Audacity*. The device used is a *Windows 10* laptop that is capable of editing *video* and a *microphone* for recording sound.

## 4. Assembly

The *assembly* stage is the stage where all the design and development of multimedia objects is made. The graphic design materials will be created in the *Adobe Photoshop 2020* application, the *audio* will be edited in the *Audacity* application and the



documentary video creation will be assembled in *Adobe After Effects 2022*. Any *editing* in *Adobe After Effects 2022* will follow the flow of the *storyboard sketch*. Below are some examples of *editing views* in *Adobe After Effect 2022*. (See Figure 5 and Figure 6).

**Figure 5.** Display Edit Video in After Effects

**Figure 6.** Display Edit Video in After Effects

## 5. Testing

The *testing* stage is the stage for testing the finished results. The motion graphics documentary video will be run and the results will be seen to determine whether there are errors in the video and whether the video results are in accordance with the objectives.

## 6. Distribution

After all the testing stages have been completed, we enter the final stage of MDLC, which is distribution. The video that has been tested will do the final rendering for FHD quality and will then be distributed on an open video sharing platform, namely the *Batam International University Information System Youtube*.

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## RESULTS AND DISCUSSION

The purpose of this motion graphic documentary video can be used to educate and inform the general public about the Halal Industry, especially to the younger generation. The total duration of About 7-8 minutes including opening to closing. With the title "What is the Halal Industry?" in a video documentary with the theme of introducing the Halal Industry. The halal product industry is part of the sharia economy that has been developed by the government since the last three decades. In its development, Islamic economics first touched the service sector, namely financial services. Islamic banking began to squirm since the 1990s, to be precise in 1992 and Indonesia is a country with the largest Muslim population in the world, which became the initial capital for Indonesia as the center of the world's halal industry.

Currently, the halal industry has a huge opportunity to continue to grow. Moreover, during the Covid-19 pandemic, the application of a halal lifestyle as a daily routine has found its

relevance. Maintaining the body's immunity, for example, opens up opportunities for halal food products, beverages, medicines, and vaccines. The habit of a Muslim bathing and washing his hands, rinsing his mouth and washing his nose at least five times a day while performing ablution requires at least soap, *hand sanitizer*, toothpaste or dental care products, shampoo, *lotion*, cream, sunscreen, fragrances, and other items. household. This new habit then gave rise to a clean, tidy, environmentally friendly lifestyle, caring for personal health that is relevant to the principles of a halal lifestyle.

The latest news about Islam may make some people even try to understand what Islamic culture is because of Islamophobia and to help reduce Islamophobia, so that it can show the potential of the halal industry for economic growth in Indonesia, especially to the younger generation. For that reason, the author took the step to create a media that explains one of the core Islamic cultures, 'halal', which can be formed in various industrial sectors, namely the Halal Industry through video



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documentaries made with motion graphics using the MDLC methodology.

This documentary video is designed so that the target audience can easily get the message and factual information presented in the video. To achieve that goal optimally, the author will convey the message using the MDLC (Multimedia Development Life Cycle) method. Here's the development:

1. The data displayed is the original data.
2. The title of this documentary video is "What is the Halal Industry?"
3. Documentary video using the MDLC (Multimedia Development Life Cycle) method.
4. There is a voice over that explains the material.

This motion graphic documentary video will display information about the Halal Industry, the potential of the Halal Industry, the Muslim population in Indonesia, halal lifestyle and so on. The information conveyed is through animated text, supported by pictures relevant to the topic as well as supporting journals or articles so that the information obtained is clear, accurate

and detailed. Also data and graphs will be narrated with visual aids to help the audience easily understand what is happening.

The media concept of this design is a motion graphic documentary video with a duration of About 7-8 minutes rendered with the MP4 encoder. The media used is Visual-Audio media. This video will be uploaded and displayed through the UIB Information System Youtube channel. The pre-production stage begins with the author's idea about the Halal Industry, which is usually discussed in news, articles and journals in which messages and knowledge are conveyed in a complex format. However, if it is made in the form of a video documentary to convey complex messages and knowledge in a format it will be more concise and easier to consume. This format is predominantly used to convey messages to the older



generation, but due to the global

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pandemic, the younger generation also consumes documentary videos as learning media. From this, the idea of designing a video documentary that explains the Halal Industry was realized. After the ideas and ideas have been fulfilled, the MDLC ( Multimedia Development Life Cycle) method was chosen with motion graphics because information can be conveyed creatively



and is interesting for public viewing.

This stage is then continued by designing a script that contains an explanation of the Halal Industry, the Functions and Objectives of the Halal Industry, the Potential of the World Halal Industry, Several Sectors Developed in the Halal Industry, Halal Lifestyle, Data



from the Global Islamic Economic

Report and Several Sectors Developed in Halal Lifestyle, Potential of the Halal Lifestyle Industry and Opportunities for the Halal Lifestyle Industry during the Covid-19 Pandemic. Then proceed with making a storyboard with the aim of summarizing the big picture of the visuals that will be displayed on the video.

Furthermore, at the production stage, graphic preparation was carried out using Adobe Photoshop (See Figure 7).

**Figure 7.** One of the designed graphics

Voice over was also recorded for narration throughout the video in accordance with the script that had been prepared at the pre-production stage and the application used was Audacity (See Figure 8).

**Figure 8.** Voice recording display via Audacity

After that, the next stage is post-production. It starts with editing with After Effect 2022. Editing is done by collecting existing materials and arranging them according to voice over and storyboard. Also the addition of graphic elements, text, images and color correction (See Figure 9).

**Figure 9.** Post-production process view

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Finally, the rendering process is carried out with After Effect 2022, for the MP4 format and the size is 746MB. And continued with testing to see if the video is in accordance with the script design, or errors in the video and format. After that, the video is presented on the UIB Information System Youtube channel.

## **CONCLUSION**

Based on the results of research and design that have been carried out on the topic "Design And Development Of Halal Industry Documentary Videos Using MDLC", it can be concluded several things, namely:

1. The results of this documentary video research can be used as a source of information for ordinary people who are looking for information about the Halal Industry.
2. The process of developing and designing this research uses the Multimedia Development Life Cycle method which passes through 6 stages, namely Concept, Design, Material Collecting, Assembly, Testing, and Distribution. The tools used in the design process of this research are Adobe After Effects for editing motion

graphics videos, Adobe Photoshop for making video documentary designs and Audacity as an audio editing application.

3. The output of this project are in mp4 format with a duration of about 7-8 minutes, with the content of this video an explanation of the latest news about Islam might make some people even try to understand what Islamic culture is because of Islamophobia. This study aims to convey one of the core cultures of "halal" Islam, which can be formed in various industrial sectors. It also helps reduce Islamophobia and shows the potential of the halal industry for economic growth in Indonesia, especially to the younger generation.
4. The results of the implementation of video documentaries on Youtube can provide information and educate the public about one of the core cultures of "halal" Islam, which can be formed in various industrial sectors and explain the development of the Halal Industry in Indonesia which is packaged in the form of a video documentary with a more concise and concise format. easier to consume so that

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it looks more attractive to various individuals.

5. By using motion graphic animation in documentary videos, the reach of the audience can range from easier to older because the use of motion graphics will make the video interesting and easy to understand so that it is more effective in conveying information.

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