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## DOCUMENTARY VIDEO PRODUCTION OF “AESTHETIC DRINKS OF LOCAL BRAND IN TOWN”

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### Abstract:

Aesthetic drinks are currently popular among people regardless of age. The extreme demand started from the viral of these trending drinks among social media communities. Due of their appealing drinks, the bubble tea, coffee, and matcha tea cafes became popular and attracted a lot of attention when they went viral on social media. Local brands do not provide a variety of branding and not enough advertisements in the social media for people to notice them and aware of their extant. Therefore, there is a need to produce a documentary video to gain people awareness on the aesthetic drink's brands. This article highlights the production of a documentary video titled “Aesthetic Drinks of Local Brand in Town”. The objective of this documentary video is to explore and educate people about the world of small business and marketing. It gives exposures to people on how it should be done professionally and authentically. Besides telling the audience the distinct journey of each entrepreneur, the behind-the-scenes sharing also is hoped to inspire people to build up the local business. The documentary video production contains a 2-minute teaser, 1-minute behind-the-scenes footage along with a full-fledge 15-minute documentary video. The plot of this documentary explains about the meaning of aesthetic drinks. It progresses to the next plot where it explains how these aesthetic drinks become famous in the town of Tawau, Sabah. This documentary is produced with the hope to set a clearer picture to the public about the aesthetic drinks of local brands in Tawau, so that we can better support the local business, thus help them to advance and emerge. The documentary expresses the importance of media in promoting this small business to create the awareness of local people to the product.

### Keywords:

Documentary Video, Video Production, Aesthetic Drinks, Local Brand, Tawau

## Introduction

Aesthetic is a word typically used to describe something aesthetically pleasing, interesting or that fits you as a person. Shelley (2017) recommended that among other things, the word "aesthetic" be used to denote a particular type of object, judgement, attitude, experience, and value. Additionally, attributes like expressiveness, novelty, intelligence, and a tendency for cognitive and emotive appraisal are linked to beauty and aesthetics (Alfakhri *et al.*, 2018; Kim, Huh, Song, & Lee, 2021). Growing with social media, the term 'aesthetic' has now become a common parlance to the community, including the use of the term's aesthetic foods and drinks. In addition, consumers' visual experiences are frequently associated with pleasure (Venkatesh & Meamber, 2008). Moreover, to achieve differentiation, originality, consumer loyalty, and protection from competitors, businesses must give careful consideration to brand aesthetics and the visual components of brands (Henderson et al, 2003).

The emergence of aesthetic drinks has been a gradual process for people to make business by making aesthetic shop for attracting people to come to their shop and take a snap of it. It has been a trend to snap and post foods and beverages photos on social media platform as updates. This phenomenon can be seen all over the world, including Malaysia. The curiosity has been developed on how this trend suddenly pop-out making the business on this drink as an opportunity for them to make their own local brand in the town. For instance, the popularity of bubble tea is a result of the expanding café culture in Asia, particularly as a result of Starbucks' quick expansion in the region (Mise en Place, 2020).

A random search using Google engine led to more than 92,000 results of aesthetic drinks on the web, including attractive photos, videos, and books. Among the trending 'aesthetic drinks' available are bubble tea, matcha green tea, Frappuccino and many other consumers' choices. Thus, these attractive drink cafes started to become a trend by creating aesthetic drinks that encouraged consumers to post their drinks on social media, which went viral and gained lots of attention, especially for youngsters and the influencers that makes this trend a huge deal. Everyone wants to partake in the social phenomena that has emerged around the drinks' appearance and flavour (The ASEAN Post, 2019).

Tawau which is located in Sabah, one of the two states in East Malaysia, provided a myriad of local drink as the trend call 'The Aesthetic Drinks'. Thus, it will take us more in depth on the local brand by informing us what makes these types of drinks more unique and every shop in this town has their own specialty and signature. Sharing experiences from the start of the business and motivate people on building a local brand is not easy and take some time to become established in the beverage industry. Every shop has its own concept and style on the brand which can be shared in this documentary production among the strategies in maintaining their brand.

The duration of the documentary produced is approximately 15 minutes and the teaser of this documentary is around 5 minutes, by collecting the data and using the camera works into the videos such as interview and cinematic views, plus voice over. Besides, we observed that there are not enough branding activities done among the local brands for people to notice the co-existence of these aesthetic drinks in the food and beverage industries. Therefore, it offers us the reason to produce a documentary video to gain people awareness about the aesthetic drinks especially in Tawau, Sabah, and to the greater community of aesthetic drinks.

## Research Objectives

The “Aesthetic Drinks of Local Brand in Town” documentary video is produced to achieve the following objectives:

- i) To inform the audience on the trending of the aesthetic drinks.
- ii) To explore the potential of aesthetic drinks as a business.
- iii) To differentiate the local brands by their own specialty and creativity that can attract people to buy the product and how they do marketing to keep it going.
- iv) To explore the challenges and consequences of building a local brand in Tawau, Sabah.
- v) To help promote the local brand by using documentary video.

## Literature Review

### *Documentary Video*

Since the early 1900s, documentaries have been a part of global culture (Marfo, 2007). With the development of Thomas Edison's Kinetoscope, the first motion picture projector, documentary film technology advanced and the Cinematograph, the first motion picture camera, invented by the Lumiere brother of France. These two inventions allowed for documentaries to be filmed and projected (Cardillo, 2015). Throughout the history of documentary, film technology has played a key role in the change and advancement of this media form. As Danceyger (2002) explains, Edwin Porter, a Thomas Edison employee, would transform documentary film by introducing the idea and methods of editing. The introduction of sound also caused a change in the depth and style of documentary film editing in the 1930s (Danceyger, 2002).

### *The Concept of Aesthetics*

The philosopher, A. G. Baumgarten first used the word "aesthetics" in 1735, translating it from the Greek "aesthesis" (Stanford Encyclopaedia of Philosophy, 2021). The phrase included "the art of beautiful mind" as well as the idea of perception through the senses, which is today more apparent in anaesthesia. By the 1790s, Immanuel Kant's Critique of Pure Reason (1781) and Critique of Judgement (1790), which contained seminal analyses of aesthetics, the subjective self, and the nature of sensory perception, came to be particularly associated with it. The word, which has now spread to other European languages, now generally refers to "anything which pertains to the appreciation of beauty." (Constantine, 2019).

According to Constantine, due to the long-standing association between the perception of beauty and an intellectual, detached perspective including the "higher" faculties of taste, the word also conveys a frigid undertone of detachment. Aesthetics is often referred to the theory of arts and beauty. For example, a similar-sounding word that can be used as a plural noun is poetic. Another term for beauty that is related to aesthetics is beauty. Not many studies have been done on aesthetic drinks and beverages, but several studies have been conducted on the value of aesthetic towards food-related research. Paakki, Aaltojärvi, Sandell and Hopia (2019) for instance, found that aesthetics and colours were considered important at a workday lunch, while Spence, Youssef, Michel and Woods (2019) discovered that aesthetic is important in plating foods.

### *Aesthetic Drinks*

Drinks and beverages are the need to satisfy thirst and is even stronger than hunger; man's earliest 'beverages' was the squeezed of juice from fruit, but the civilized man found a vast

array of refreshing and stimulating beverages for his enjoyment (Kochhar, 2016). Sugar use in beverages became more uniform after 1872 when Henry Tate, an English sugar merchant, invented the sugar cube which was instantly popular in both Europe and the Americas. Yet, the cuisines of these two areas also reflect differing consequences of yesterday's sugar availability (Kiple, 2009).

Ethiopian and perhaps Yemeni mountains are where coffee's origins may be found, and this is also where it was first widely consumed as a beverage. According to mythology, a goatherd from Ethiopia noticed that his goats were eating coffee tree berries around the year 850 AD after becoming intrigued about a unique friskiness among his charges. It's likely that the first people who drank coffee imitated goats by eating the berries. Mystics, particularly Sufi monks, utilised the berries and later the brew to induce visions and keep them awake during lengthy night-time rituals (Kiple, 2009). The next beverage to push sugar demand over the roof was tea (*Camellia sinensis*). Tea drinking began in China nearly 5,000 years ago when a leaf from a wild tea plant (which grows from 30 to 40 feet in height) fell into a bowl of boiling water prepared for the emperor Chen Nung. Today, tea is drunk by four-fifths of the world's people, and daily by about half of them, making it the most consumed beverage on the planet, after water (Kiple, 2009).

Due to its accessibility in all cities, bubble tea is currently a favourite among Malaysians. The popularity of bubble tea among consumers encouraged the birth of numerous new brands, increasing competition in the bubble tea market (Hakim et al., 2020). A cold tea-based beverage with milk and flavourings that originates in Taiwan is known as bubble tea. To create "bubbles," the mixture is shaken ferociously in a cocktail shaker. The beverage is then topped with pearl jelly, which are black tapioca balls that resemble "bubbles." The name "bubble" is used to describe both the black tapioca balls at the bottom and the bubbles that form on top of the beverage (Teo & Khoh, 2015).

### **Local Brands**

The identity of a local brand is created by brand associations that are deliberately created by brand owners to influence consumers' choices; this identity provides consumers with a specific perception of the brand (Sääksjärvi & Samiee, 2011). A brand can be categorised as foreign or local depending on where it came from. Stereotypes about the origin of a brand are created as a result of this origin and how it is often perceived by customers. It has been commonly suggested that consumers in emerging nations favour foreign companies because of favourable stereotypes. Due to their preconceived notions of these nations, consumers tend to believe that foreign companies, particularly those from more developed nations, are of higher quality and employ more sophisticated technology. Additionally, as the image of the country where the brand originates is sometimes transferred to the brand, consumers' sentiments toward a brand depend on that image (Bruwer et al., 2014). Additionally, young consumers typically spend money on consumer items, therefore companies that compete on tangible qualities should target people who are referred to by their friends as "product gurus" (Viswanathan & Jain, 2013).

Developed countries tend to be more favourably perceived by consumers, and consequently so are their brands (Mandler et al., 2017; Sulhaini et al., 2019). On the other hand, a source nation's reputation can be ruined by how its brands are perceived. Customers favour buying goods or brands from nations they believe to possess superior skills and a reputation for creating high-quality goods or brands. Consumers in developing countries have found this to be a particularly

worrisome tendency, since it can lead to a decrease in customer confidence and pride in local companies (Balabanis & Diamantopoulos, 2011; Solomon, 2015).

### **The Production of Documentary Video**

The “Aesthetic Drinks of Local Brand in Town” documentary video involved three major phases of production, namely: (i) pre-production which comprises planning, scripting and storyboarding; (ii) production, including the actual filming/shooting; and (iii) post-production which covers every process between the production and creation of the final master copy.

#### ***Pre-Production***

This first phase comprises of synopsis, scheduling of work and treatment.

#### ***Synopsis***

##### ***Act 1: The Setup***

It has been a trend to post our food and beverages photos on social media platform as updates. The phenomena have been all over the world including Malaysia. The curious have been develop on how this trend suddenly pop-out making the business on this drink as an opportunity for them to make their own local brand in town. Tawau which is located in East Malaysia has provided a myriad of local drink as the trend called ‘The Aesthetic Drink’. Thus, it will take us more in-depth on the local brand by informing us on what makes this drink more unique and every shop in this town have their own specialty. Sharing experiences from the start of the business and motivate people outside there, on building a local brand is not something easy and may take time to be established in the industry. Every shop has their own concept and style on their brand which can be shared in this documentary among the strategies in maintaining their brand.

##### ***Act 2: The Confrontation***

As we go more deeper about the process in making their local brand, we need to ask questions such as “What are their goal at first by beginning the journey of aesthetic drinks?” and “What are the concepts and marketing strategies that they apply for their audiences?” We also need to discover the special menu of their product that attracts the customers or to repeat purchase of the product. In addition, we also need to know the process of making one of their products which is the signature drink. Along with this, asking how they come up with the menu and recipes and whether it is their own recipe or through experience they have before opening the business. We also asked on how they feel about their product making them surely to sell as a local brand and are there just making as a hobby or truly as a part of their business job.

##### ***Act 3: The Resolution***

Here, by asking question regarding to the title, we will know what are the hurdles or obstacles that they have gone through. Therefore, this will motivate other people intending to start a business, for instance what are the struggle and their story behind every success that they have achieved and does the pandemic effect their business and how their cop with the situation. Every business either big or small company has the struggle, for instance we asked them on how they experience the lowest point and coping with the loss and who is the person that motivate them to keep moving forward and inspired them so much by giving one quote that they stand for. Finally, what is their next goal and motivation that they want to share with others.



**Work Schedule**

During the period from February 16 to March 13, 2021, we did the pre-production work, which means we planned the ideas for the documentary and wrote a script so that the flow of the documentary would be clearer. In addition, we also planned for the storyboard. After the production team agreed with the idea for the pre-production, we moved on to the production part, which is shooting the footage and interviews, and this took place between March 21 to May 31, 2021. The production takes a long time as Malaysia was set under the Movement Controlled Order (MCO) and this has restricted the production team to follow the schedule smoothly. Next comes the post-production process, which was undertaken from June 1 to June 30, 2021. Finally, the promotion process is done to take between July 22 to July 31, 2021 to create awareness among the public.

**Treatment**

Treatment for the actual full-fledged documentary 'The Aesthetic Drinks of Local Brand in Town' are as shown in Table 1.

**Table 1: Treatment for Actual Documentary**

Scene	Treatment For Actual Documentary
Plot 1	Ext. Tawau - Day
Introduction	Showing an overall view of Tawau town and the community here giving the idea how the town is view.
Introducing Tawau Town and Aesthetic Drinks	To showcase the atmosphere of the town. Viewing the Aesthetic Drinks cafés that located here in Tawau. Showing the interior design of the cafe and how unique the design of ever drink here. People having their drink at the cafe with their friend and family.
Plot 2	Ext. Cafe - Day
What is Aesthetic Drinks?	View in more of the cafe and space of the place of aesthetic cafe Interview session with the informant.  Detailing the design of Aesthetic Drink and their local brand. Previewing the location of the cafe.
Plot 3	People taking pictures and update it on social media. Ext/Int. Cafe - Day/Night
How It Become Famous?	Interview Session With The Informant. Show case how people would like to come to take picture and selfie.

Graphic of sharing the post and make people noticed it.

Showing how there make the drink and design of the drink  
and the space where people chill.  
Workers smiling to the customer.  
People doing their working at the cafe.

Plot 4

Ext/Int. Cafe - Day/Night

How do you handle  
the business and what  
did you experience?

Interview session with the informant.

Showing how there treat their customer and communicate  
with them.  
Face of the workers smiling

Dining the drinks and making it with effort and passion.

Suggest some menu to the customers.

Greet the customers and please them to come again.

Marketing Strategies.

Plot 5

Ext/Int. Cafe - Day/Night

Does Covid-19 affect  
businesses?

Interview session with the informant.

Foodpanda taking drinks from the cafe

Meeting with workers discuss on strategies Cafe are not  
allowed to have dine in and this causes or effecting the  
business.

Plot 6

Ext/Int. Cafe - Day/Night

Closing - Hope

Interview session with the informant.

Telling what are the hopes when the documentary is  
produced.

Scenery of the cafe with customer happy and enjoying  
chill with place.  
Workers are very happy and smiling.

**Table 2: Treatment for Teaser**

Scene	Treatment For Teaser Documentary
1	<p>Int. Cafe - Day/Night</p> <p>Interview session with the informant.</p> <p>Workers are very happy and smiling.</p> <p>Title for Video: Aesthetic Drink</p>
2	<p>Int. Cafe - Day/Night</p> <p>View of interior cafe and drinks of the cafe</p> <p>The making of coffee and tea drinks at the cafe</p>

### ***Production***

The duration of the video is estimated to be a maximum of fifteen minutes. This documentary features the short meaning of Aesthetic Drinks and the journey of the local entrepreneurs in making their local brand in Tawau and there are four featured interviews. The interviews displayed different respondents and questions. It shows the course of the documentary production process of Aesthetic Drinks Local Brand in Town.

This video documentary was produced in the district of Tawau, Sabah, Malaysia. Tawau is the third largest town in Sabah, after Kota Kinabalu and Sandakan. There are four cafes that were chosen for the documentary video, namely The Kazen, Horizon Café, The Bean Express Cafe, and Koffie Press. These four cafés were selected due their early establishment and potential in the aesthetic drinks industry, and the commitment and cooperation given by the café owners especially during the video production as it was shot at the time of Covid-19's national lockdown (MCO). The following are the snapshots of the cafés.



**The Kazen Café**



**Horizon Cafe**



**The Bean Express Cafe****Koffie Press Cafe**

### ***Post-Production***

In the post-production phase, several important works have been done. In this phase, the editing, voice overs, sound editing, music effects and graphic design were conducted and completed. Among the software used to edit the documentary was Adobe Premier Pro 2021 for the video and sound editing, colour grading, and colour correction. Besides that, Adobe After Effects 2021 was used to create additional graphics and some visual effects (VFX).

### **Contributions of the Project and Conclusion**

"Aesthetic Drinks of Local Brand in Town" is a documentary video highlighting a local business in Tawau, Sabah. The major contribution of this project is specifically on the documentary video production containing a 2-minute teaser, 1-minute behind-the-scenes footage along with a full-fledge 15-minute documentary video. This documentary shows the journey of the owner of a cafe to make his/her business a local brand in an aesthetic way. As we all know, the trend of aesthetic cafe is all over the social media and how the circumstances provide the opportunities for people who have the idea to make their business through the storm of style and concept of their own into making the local brand. This documentary is produced with the hope to set a clearer image to the public about the aesthetic drinks of local brands in Tawau, Sabah, so that we can better support the local business, thus help them to advance and emerge. The documentary expresses the importance of media in promoting this small business to create the awareness of local people to the product.

Moreover, the production of this documentary has created an opportunity to promote the local brand and spread the awareness of the citizens about the local brand. Supporting the local brand is one of the goals because the local brands have their own specialty and creativity that can attract people to buy the product and how they do their marketing to keep it going. The video was uploaded on YouTube, Facebook and other social media so that the community in Malaysia and outside Malaysia regardless of race, religion and status can access it. It is hope that through this video, viewers and public will be more aware of the existence of local brand of aesthetic drinks in the city of Tawau.

The full-fledge documentary video may be found via YouTube channel using this link [https://www.youtube.com/watch?v=aFhg\\_OKdKIE](https://www.youtube.com/watch?v=aFhg_OKdKIE)

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