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DOCUMENTARY VIDEO PRODUCTION OF  
“ROADSIDE RENDEZVOUS: A JOURNEY  
INTO STREET FOOD CULTURE”

Harishavini K. Vathumayogam<sup>1</sup>, Norsiah Abdul Hamid<sup>2\*</sup>

<sup>1</sup>School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia

 [harishaviniharisha@gmail.com](mailto:harishaviniharisha@gmail.com)

 <http://orcid.org/0009-0004-5130-3826>

<sup>2</sup>School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia

 [nor1911@uum.edu.my](mailto:nor1911@uum.edu.my)

 <http://orcid.org/0000-0001-6093-9173>

\*Corresponding Author

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**Abstract:**

This article highlights the production of a documentary video titled “Roadside Rendezvous: A Journey into Street Food Culture”, which explores the distinct street food culture of Malay, Chinese and Indian communities in Malaysia. Despite the numerous and affordable local street food options from various ethnicities in Malaysia, these culinary delights often lack effective marketing and a strong social media presence, making them less visible and known to the public. To address this issue, there is a pressing need to produce a documentary that raises awareness and showcases the uniqueness of Malaysian street food cuisines. The main objective of this documentary is to highlight the unique Malaysian street cuisine’s tastes, ingredients, and preparation techniques to highlight cultural relevance and distinctiveness. It highlights the culinary journey and promotes local businesses by sharing the intimate tales of vendors. The production encourages respect for cultural food traditions and raises public awareness about the importance of maintaining traditional street food. The documentary video production contains a 1-minute teaser, 1-minute behind-the-scenes footage, and a full-fledged 10-minute documentary video. The documentary introduces viewers around the world to the unique tastes, preparation methods, and traditions of this vibrant street food, and fosters cultural understanding and appreciation by promoting unity through food. It encourages viewers to follow their passions and embrace their cultural heritage by showcasing the perseverance, creativity, and entrepreneurial spirit of Malaysians.

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Documentary Video, Food Culture, Malaysian Street Food, Unique Cuisine, Video Production



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## Introduction

In the mass media industry, documentary video production is vital to enhancing public understanding of real-world issues, as it relies on producing non-fictional films that document reality for educational, instructional, and historical preservation. Documentary video is a form of non-fictional media that records and presents an event, topic, or person to the public (Crawford, 2024), involving stages such as pre-production, production, and post-production. Producing documentary videos increases visibility, establishes credibility, and engages a larger audience through relatable and authentic stories. Documentary videos also play a vital role in promoting small and medium businesses, including street foods, by providing a compelling platform to showcase the vendors' stories, achievements, and impact. Previous projects on the production of video documentaries include Mahasim and Hamid (2022) on promoting small businesses, a historical video documentary by Aripin and Suhairi (2020) and a video production challenges during COVID-19 by Aziz, Razak and Ahmad (2022).

Street food is a quick and convenient method for people to enjoy a range of delectable meals. The World Health Organization (WHO) defines street foods as ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers in streets and other public places (WHO, 2010). It is well-known for its convenience, diversity, and frequently distinctive and local flavours (Chloe, 2024). For millions of low- and middle-class people, street food constitutes a substantial portion of their daily urban food intake. Assuming that customers are knowledgeable and capable of choosing the right assortment of products, they frequently provide the most accessible and reasonably priced choice for getting a nutritionally full meal outside the house (WHO, 2011).

Malaysia's street food culture is a colourful mosaic that reflects the country's many ethnic groups, including Malay, Chinese and Indian influences. Every ethnicity adds distinctive flavours and recipes to the nation's food landscape. Everywhere, from roadside stands to busy night markets, street cuisine from various ethnic groups creates a diverse culinary mosaic that is essential to Malaysian culture and social life (Hutton, n.d.). The variety of regional culinary innovations found in Malaysian cuisine exemplifies the country's cultural heritage's distinctiveness and cultural diversity. Malaysia's hawker centres and night markets are a dynamic display of the country's culinary diversity, with a diverse range of flavours and cooking styles that represent the country's multicultural background (Abidin et al., 2020).

According to a survey conducted by TimeOut magazine, Kuala Lumpur has been ranked in the seventh position among the world's twenty best cities for food lovers (TimeOut, 2024). This ranking demonstrates Kuala Lumpur, Malaysia's abundance in terms of both food quality and cost, which puts the nation at the top of the list of destinations travellers enjoy visiting from across the globe. The three major ethnic groups, namely Malay, Chinese, and Indian, shape Malaysia's food scene, providing visitors with a diverse range of flavours. Malay, Chinese, and Indian cuisines have all affected Kuala Lumpur's varied culinary scene, which offers a rich tapestry of flavours that appeals to both locals and tourists from different countries. Indeed, Malaysia offers a high-quality, reasonably priced culinary experience (Som, Nordin & Ghazali, 2020).

Because of social media's influence and the proliferation of modern media channels, street food is growing more and more popular these days. Social media sites like Instagram, Facebook, and TikTok have had a big impact on this unexpected growth. People frequently serve street food in brightly coloured dishes, which are not only visually appealing but also popular to share on social media (Georgiev, 2023). This helps the street food stall vendors quickly reach a large audience. Furthermore, food bloggers and influencers who enjoy sharing their culinary travelogues can capture the distinctive, genuine, and frequently shared street cuisine that catches their eye (Catering, 2022). This will help to raise the profile and popularity of these meals among consumers, both locally and globally.

This documentary video features two stalls in Selangor and one stall in Kuala Lumpur. These two places are located on the west coast of Peninsular Malaysia, specifically in the Klang Valley. These states are well-known to both locals and tourists in Malaysia because they provide ample opportunities to immerse themselves in Malaysia's authentic street food culture. This documentary video will explore the local street food culture in Malaysia, highlighting the unique qualities that set these types of food apart. Each stall has a distinct speciality and signature in terms of preparation methods and cuisine. The documentary production showcases the uniqueness, concept, and style of each selected stall, highlighting strategies for preserving Malaysia's street food culture and promoting their small businesses to a broader audience.

The purpose of this documentary project was to help young media producers enhance their technical skills in sound design and video editing while also enhancing their conceptual knowledge of narrative building and culturally sensitive depiction. Additionally, by including young media producers in digital dissemination processes, the initiative develops professional practice abilities and aligns production outputs with media education instructional objectives. The duration of the documentary video is 10 minutes. Along with this, a 1-minute teaser video and a 1-minute behind-the-scenes video were produced. In this video, we incorporated interviews from the stall vendors and customers who love to eat at the stall, cinematic shots of the stalls and the food they serve there, as well as how they prepare the food in each stall. Voiceovers were also used to present the content even more effectively. The documentary promotes local street food vendors by improving their branding and marketing efforts, while also showcasing the street food culture through information gathering and the use of various camera techniques. This promotional element aims to increase public awareness and inspire more people to discover and enjoy these food stalls on the street.

## **Problem Statement**

Even though there are many affordable and accessible local street food alternatives from different ethnic groups in Malaysia, these hidden culinary gems often suffer from inadequate marketing efforts, which limits their public awareness and recognition. Chong and Stephenson (2020) point out the challenges in scaling and promoting traditional street food businesses, which contribute to limited public awareness of culinary variety, while Karsavuran (2024) notes the scholarly and practical neglect of street foods as distinct gastronomic products, indicating a gap in awareness and promotion. Moreover, Ahmad Shariff et al. (2025) highlight how Malaysian local food heritage remains under-leveraged in destination marketing strategies, limiting wider recognition of culinary diversity. Because of this lack of exposure, many people are unaware of the distinct and varied selection of Malaysian street cuisine. Creating a documentary becomes essential to closing this gap. In addition to showcasing the diverse and rich street food culture, this documentary would draw attention to the origin tales of these dishes, boosting their appeal on a national and worldwide scale. This heightened awareness can ultimately contribute to the preservation and growth of Malaysia's street food scene.

## **Objectives of the Project**

The documentary video "Roadside Rendezvous: A Journey into Street Food Culture" is produced to achieve the following objectives:

- i. To highlight the distinctive flavours, ingredients, and cooking methods of Malaysian street cuisine and share the vendor's personal stories by exploring their experiences, challenges, and successes.
- ii. To promote local street food vendors and businesses by showcasing their offerings, stories, and intimate tales, thereby highlighting the culinary journey.
- iii. To enhance the viewer's understanding of the cultural background, preparation methods, and ingredients of certain street food items to promote a greater appreciation for the cuisine heritage.
- iv. To increase public awareness of the value of preserving traditional street food preparation techniques and recipes in the face of modernity, using documentary video.

## **Literature Review**

There are five sub-sections which will be discussed in this Literature Review section, namely documentary video production, street food, Malaysian street food, unique cuisine, and food culture.

### ***Documentary Video Production***

Documentary film began with the Lumière brothers' *A Train Arrives at Ciotat Station*, showcasing everyday life through 3D images (Red, 2023). Documentary film technology advanced with Thomas Edison's Kinetoscope, the first motion picture projector, and the Cinematograph, the first motion picture camera, created by the French Lumière brothers. These two innovations have made it possible to record and show documentaries (Cardillo, 2015). Travelogues and "scenic" gained popularity in the early 20th century, providing access to unexplored regions. Kino-eye Dziga Vertov's work in Russia in the 1920s emphasised the value of capturing genuine life through the lens. Scottish director Grierson first used the term

“documentary” when critiquing Robert Flaherty’s *Moana*, the first full-length feature documentary, *Nanook of the North* (1922) (Red, 2023). The addition of sound also led to a shift in the breadth and style of documentary film editing in the 1930s (Britannica, 2024). The production of a documentary video involves three main phases, namely pre-production, production and post-production (Reid & Sanders, 2021).

### ***Street Food***

Street foods are defined as “ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places” (FAO, 2012). Around ten thousand years ago, considered the beginning of civilisation, the earliest records of street food preparation and cooking emerged (Streetfoody, n.d.). Greek, Roman, Chinese and Indian cuisine are the origins of street food. Due to a lack of kitchens, the urban poor frequently ate street food, and the first street food seller sold small fried fish. In many places, street food has become a staple of daily life, providing mouthwatering, freshly made, and affordable food (Patel & Dutta, 2022). Trucks, carts, or portable food booths typically serve these items for immediate consumption. In addition, these foods are popular mainly because they are easily available, and they offer half the price or less than any restaurant food (Kumar, 2015). Street food frequently represents the gastronomic and cultural legacy of an area, offering both locals and visitors a taste of genuine regional fare (Henderson, 2019).

### ***Malaysian Street Food***

Malaysia, a mixed nation, is known for its diverse ethnic groups and culinary legacy. In the 19th century, Malaysia had an inflow of Chinese and Indian workers, which had a significant impact on the nation’s cuisine, language, and culture (Belogurova, 2019). Malaysian street food history is a diverse tapestry that reflects the nation’s multiculturalism. It evolved over centuries from the fusion of Malay, Chinese, and Indian culinary traditions introduced by traders and immigrants. A community’s culinary legacy, an integral part of its culture, reflects its customs, traditions, and history (Raji et al., 2017). Malaysia boasts a diverse culinary legacy that entices the senses (Pena, 2023). Malay cuisine, shaped by longstanding interactions with Indian, Arab, and regional Malay Peninsula traditions, reflects a deep history of cultural exchange and adaptation. Chinese migration further contributed to this culinary landscape by introducing centuries-old practices, ingredients, and cooking methods that have become integral to Malaysia’s food culture. In addition, the Indian minority has enriched the nation’s gastronomic diversity through distinctive dishes such as banana leaf rice and a wide range of fusion-based culinary innovations. In order to acculturate the street food business, Lee and Lee (2022) proposed the Street Food Hawker Sustainability Framework, which highlights three strategies: offering apprenticeships for low-income youths, enhancing public appreciation of street food heritage through awareness initiatives, and strengthening hawkers’ digital competencies to support their microenterprise growth and long-term sustainability.

### ***Unique Cuisine***

Unique street food distinguishes itself with its unique flavours, preparation techniques, and cultural significance, often showcasing the rich legacy and customs of the community it originates from. Street food from each location delivers a distinct taste experience, showcasing regional ingredients and generations-old cooking methods. The distinctive quality of street food is the shared experience and accessibility it provides. Street food sellers, often tiny,

family-run businesses, honour their ancestry and culinary prowess with each dish they serve. Street food vendors always innovate with little resources, and their creative and resourceful approach, when paired with a communal aspect, guarantees that street food will always be a vital and dynamic component of culinary culture across the globe (Hilmi & Consultant, 2020).

### ***Food Culture***

Food culture refers to food preparation and consumption behaviours, practices, and traditions. Malaysian food culture is about more than what is just on the planet. The cuisine of this two-pronged country is an electric mix of cultures, flavours, and traditions (Joseph, 2024). Food culture intricately links the social, economic, and environmental elements that influence a person's or a community's connection with food. The food culture of a community or region greatly influences its identity and legacy. Historical and geographical factors shape and reflect the local cuisine and culinary traditions. The production, preparation, and consumption of a society's cuisine reveal its cultural values, beliefs, and customs. Food culture also guarantees the transmission and preservation of traditional recipes and cooking techniques, safeguarding and transmitting a legacy from one generation to the next.

### **Method of Documentary Video Production**

Three crucial phases were involved in the production of the documentary video, "Roadside Rendezvous: A Journey into Street Food Culture." We carefully planned the pre-production by selecting the locations and obtaining approval from the food stalls for interview sessions with the owners, creating storyboards, and writing scripts. The team began filming the scene, bringing the flavours of Malaysian street cuisine and the stories of the vendors to life. The post-production phase includes editing, sound design, and any other necessary changes to create the final master copy. During this stage, smooth integration of both audio and visual components was ensured, resulting in a polished and captivating documentary.

#### **A. Pre-Production**

This first phase includes developing a logline, synopsis, writing the script, drafting the storyboard, scheduling the work, creating a treatment, and running order for the documentary.

#### ***Project Synopsis***

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

Street food is increasingly popular due to food influencers and travel enthusiasts trying local cuisine. In Malaysia and other countries, local vendors are offering their own culture's street food in unique ways to attract customers by showcasing their presentation, preparation techniques, and serving style. Selangor and Kuala Lumpur, located on the west coast of Peninsular Malaysia, offer a wide variety of street food from Malay, Chinese, and Indian ethnic groups. This documentary aims to deepen the local street food culture by highlighting the unique aspects of each stall and raising public awareness of the challenges of preserving traditional street food. Each vendor has a unique approach to presenting their cuisine, which they incorporate into their cooking techniques, presentation, and strategies to maintain their reputation among the customers.

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

We need to ask questions such as, “What inspired them to become a street food vendor in the specific location they chose?” As we explore deeper into their process of crafting unique street food, we will gain a deeper understanding of their cultural influences. “How do they perceive the reflection of local culture in their street food?” It is imperative that we investigate the background and history of their street food stalls and inquire about their perception of their cuisine’s distinctiveness in comparison to other Malaysian street foods. We also recommend inquiring about the sources of their menu items and culinary recipes, and whether they adhere to any family or traditional cooking methods. Since street food has evolved, we also inquired about whether they have added any contemporary elements to their traditional recipes. We also inquired about their customer communications and business marketing strategies.

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

By asking questions about the documentary’s title, we learn about the difficulties or obstacles they have faced as street food vendors. Therefore, by sharing their personal success stories and highlighting the challenges and struggles they have faced, we hope to inspire others who are attempting to launch their own businesses. All businesses, regardless of size, encounter obstacles along the way. We asked them how they overcame these challenges to keep moving forward and attain business success. We asked them about the evolution of their booths and if they have introduced any new menu items to attract more customers. To learn about the opinions of consumers regarding the street food stalls, we finally asked them to respond to the question, “What do you hope people take away from their experience at your stall?”

### ***Work Schedule***

Between January 10 and February 26, 2024, we meticulously planned the documentary during the pre-production phase, developed concepts, and wrote the script to ensure a coherent and clear narrative flow. We also created a detailed storyboard to aid in visualising each scene. In the production phase, following the production team’s approval of our pre-production plans, we started filming and conducting interviews from April 6 to 26, 2024. Despite adhering to the schedule, the filming of all three stalls took longer than expected due to the extended closure of one stall during Ramadan. At this stage, we edit the video, add sound effects and music, and ensure the documentary’s final cut during the post-production stage. This phase is crucial as it brings together all the elements to create a polished and engaging final product that effectively showcases the unique stories and flavours of Malaysian street food. This video was completed in end of May 2024. Finally, the promotion process took place in June 2024, aiming to raise public awareness.

### ***Treatment***

Table 1 shows the treatment for the documentary “Roadside Rendezvous: A Journey into Street Food Culture”.

**Table 1: Treatment for Full-Fledged Documentary**

<b>Scene</b>	<b>Treatment For Documentary</b>
<b>Plot 1</b>	<b>Ext. Malaysia – Day/Night</b>
Introduction	Showing an overall view of Malaysia and the cultural street food of the country to give an idea about the street food culture of the country.
Introducing Street Food Culture in Malaysia	Showing the street food stalls, night markets and hawker stalls of Malaysia.  Customers are having food and beverages at the food stalls with their loved ones.
<b>Plot 2</b>	<b>Ext/Int. Warung Bunian - Day</b>
“Could you tell us about the background of your stall?” and “What makes your street food unique or different from others?”	View in more of the food stall’s area and stall.  Interview session with one of the worker of Warung Bunian.  Showcasing the location of the stall.
“How do you communicate with your customers and what role do they play in the success of your stall?”	People are enjoying their food, and some are even taking pictures of it to post it on social media.
<b>Plot 3</b>	<b>Ext/Int. Warung Bunian – Day</b>
“How often do you eat Malaysian street food & what makes it special for you?”	Interview session with 3 customers of Warung Bunian.  Showing the unique preparation methods used to cook their food at these stalls.
“What do you think makes Malaysian street food unique compared to other cuisines?”	The workers serve the food to the customers.
“Which dishes would you advise those who are new to Malaysian street food to try first?”	Customers are hanging out with their friends and family while eating.

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<b>Plot 4</b>	<b>Ext. Ye Ye Xiang Cafe House - Day</b>
“Could you tell us about the background of your stall?” and “What makes your street food unique or different from others?”	Interview session with the vendor of the stall.
“Do you use any family or traditional recipes when preparing food?”	Showing the food they serve in the food stalls.
“How do you think street food reflects the local culture?”	Showcasing the preparation method of FuZhou Bagel.

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<b>Plot 5</b>	<b>Ext. Ye Ye Xiang Cafe House - Day</b>
“How often do you eat Malaysian street food & what makes it special for you?”	Interview session with one of the customers.
“What do you think makes Malaysian street food unique compared to other cuisines?”	Showing the traditional cooking method.
“Which dishes would you advise those who are new to Malaysian street food to try first?”	The customer is giving his opinions.

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<b>Plot 6</b>	<b>Ext. The New Madras - Day/Night</b>
“Could you tell us about the background of your stall?” and “What makes your street food unique or different from others?”	Interview session with the owner of the food truck.
“Do you use any family or traditional recipes when preparing your food?”	Showing the view and location of the food truck.
	The workers are taking the orders from the customers.

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“What challenges do you face as a street food vendor, and how do you overcome them?”	The workers in the food truck are cooking for the customers.
“How do you communicate with your customers?”	Customers are enjoying their food.
<b>Plot 7</b>	<b>Ext. The New Madras - Day/Night</b>
“How often do you eat Malaysian street food & what makes it special for you?”	Interview session with two customers of The New Madras.  Showing the food they serve at the stalls.
“Have you noticed any changes in the Malaysian street food scene over the years? What are your thoughts on these changes?”	
“Which dishes would you advise those who are new to Malaysian street food?”	
<b>Plot 8</b>	<b>Ext/Int. Warung Bunian/ Ye Ye Xiang Cafe House/ The New Madras - Day/Night</b>
Closing-Hope	Interview session with the informants.  Sharing their expectations for what first-time customers will experience when trying their food at the stall.  Scenes of the food stalls with customers enjoying their meals and spending time with their loved ones.  The workers are cheerful and smiling.

Note: Ext= Exterior; Int= Interior

**Table 2: Treatment for Teaser**

Scene	Treatment For Teaser Documentary
1	<b>Ext/Int. Food Stalls – Day/Night</b>  Interview session with the informant and customers.

Vendors and workers are very happy and smiling.

Title of the Video: Roadside Rendezvous: A Journey into Street Food Culture

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**2 Ext/Int. Food Stalls – Day/Night**

View of the food stalls and the food/drinks they serve

The cooking methods of the food at the stalls.

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Note: Ext= Exterior; Int= Interior

***Running Order***

Table 3 shows the running order for the documentary “Roadside Rendezvous: A Journey into Street Food Culture”.

**Table 3: Running Order for Full-Fledged Documentary**

<b>Start Time</b>	<b>End Time</b>	<b>Description</b>	<b>Duration</b>
00:00:00	00:00:05	Logo of Production Company	4 seconds
00:00:05	00:01:05	Title of the Documentary	4 seconds
00:01:05	00:01:15	Opening Monologue	27 seconds
00:01:15	00:01:65	Showing the location of Warung Bunian	7 seconds
00:01:65	00:02:85	Interview with one of the workers of Warung Bunian	8 seconds
00:02:85	00:03:25	Preparation method of their famous egg-wrapped Nasi Lemak	1 minute 6 seconds
00:03:25	00:04:53	Interview with customers of Warung Bunian stall	59 seconds
00:04:53	00:04:63	Showing the location of Ye Ye Xiang Cafe House	1 second
00:04:63	00:06:01	Interview with the vendor of the food stall	1 minute 22 seconds
00:06:01	00:06:11	Cooking method of the FuZhou Bagel	1 minute 4 seconds

00:06:11	00:06:26	Interview with one of the customers	21 seconds
00:06:26	00:06:41	View and location of The New Madras food truck	6 seconds
00:06:41	00:07:65	Interview with the food truck's owner	15 seconds
00:07:65	00:07:90	Showing the food and drinks they serve	25 seconds
00:07:90	00:08:90	Preparation methods of the food	1 minute
00:08:90	00:09:40	Interview the food truck customers	1 minute 22 seconds
00:09:40	00:09:80	Closing hope of the three food stalls' vendors and worker	1 minute 22 seconds
00:09:80	00:10:00	Closing Credits	49 seconds

## **Production**

The second phase involves actual filming of the video production.

### ***Duration Of Video Production Project***

The duration of the video is ten minutes. This documentary showcases the tastes, ingredients, and preparation methods of its distinctive street cuisine to emphasise Malaysia's cultural significance and uniqueness. This documentary also tells the personal stories of the vendors, promoting local businesses and celebrating the culinary journey. The documentary "Roadside Rendezvous: A Journey into Street Food Culture" includes distinct interviews of the stall vendors and customers, each with its own set of respondents and questions, providing a comprehensive view of the documentary's production process.

### ***Location***

This documentary was filmed in Selangor and Kuala Lumpur and focused on three street food stalls: Warung Bunian in Kajang, Selangor; Ye Ye Xiang Café House in Sungai Pelek, Selangor; and The New Madras (Thalluvandi) in Jalan Ipoh, Kuala Lumpur. These stalls were selected for their unique street food offerings, preparation techniques, and serving styles. Despite the challenges posed by the rainy season during filming, the vendors and owners of these stalls demonstrated remarkable commitment and cooperation. Figures 1, 2, and 3 are the photos of the street food stalls.



**Figure 1: The View of Warung Bunian at Kajang, Selangor**



**Figure 2: The View of Ye Ye Xiang Café House at Sungai Pelek, Selangor**



**Figure 3: The View of The New Madras (Thalluvandi) Food Truck at Jalan Ipoh, Kuala Lumpur**

## **Post-Production**

This phase involves transferring footage from the camera to editing software, compiling the clips, and beginning the editing process. It also includes adding voice-overs, sound editing, music effects, and graphic designs. This phase is crucial as it allows for the refinement and enhancement of the documentary's overall look and feel.

## ***Editing***

During the post-production phase, several key activities were carried out, including video editing, voice-overs, sound editing, music effects, and basic graphic design. CapCut was selected as the main editing software due to its ease of use and availability of essential editing tools without requiring advanced technical skills. In addition, its user-friendly interface, cross-

platform compatibility, AI-assisted features, and free access make it suitable for beginner and emerging content creators (Batra, 2025).

Editing techniques such as scene sequencing, careful trimming, simple transitions, and clear captions were applied to ensure a smooth narrative flow and sustain audience engagement. Challenges related to timing and audio clarity were addressed through repeated adjustments during the editing process. Overall, editing decisions followed documentary conventions by prioritising clarity, realism, and truthful representation, with controlled pacing and minimal visual effects used to maintain credibility and audience trust (Nichols, 2017; Rabiger & Hermann, 2020).

### **Contribution of the Project**

“Roadside Rendezvous: A Journey into Street Food Culture” is a documentary project that highlights the richness and diversity of Malaysia’s street food culture through a structured and multi-format production approach. The project contributes to documentary video production by integrating a 1-minute teaser to attract audience interest, a 1-minute behind-the-scenes video to provide insight into the production process, and a full-length 10-minute documentary that offers in-depth narrative and cultural exploration. This combination demonstrates effective use of short-form and long-form documentary formats, enhances audience engagement across platforms, and illustrates practical applications of documentary storytelling, production planning, and post-production techniques within a real-world cultural context. All videos were uploaded to YouTube during the showcase period and have since been disabled for archiving purposes. However, interested parties may contact the corresponding author to request access to the videos for viewing.

### **Conclusion**

In conclusion, the documentary introduces global audiences to the distinct preferences, preparation methods, and rich traditions that characterise Malaysia’s vibrant street food culture. By foregrounding these culinary practices, the production fosters cultural understanding and appreciation, while promoting unity through food. The documentary also highlights the perseverance, creativity, and entrepreneurial spirit of Malaysian street food vendors, thereby reinforcing the value of cultural heritage and the importance of supporting local businesses. In terms of knowledge and skill contribution, the project strengthens authors’ competencies in documentary storytelling, visual ethnography, and culturally grounded media production, alongside essential research and interviewing skills. The documentary benefits multiple stakeholders, including students, who gain experiential learning outcomes; media practitioners, who may draw insights into culturally responsive content creation; and cultural documentation efforts, as the production contributes to the preservation and dissemination of Malaysia’s street food heritage.

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- Author Contribution Statement:** The first author was responsible for the overall conception and design of the project, and undertook the documentary planning, data collection, production, and manuscript writing. The second author provided supervision throughout the project and contributed to the development of ideas, critical review of the content, and substantive feedback on the manuscript. Both authors reviewed and approved the final version of the manuscript and documentary output and agree to be accountable for all aspects of the work.
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