

Representation of School Lunch in The Drama Chef: Mitsuboshi no Kyushoku and the Cultural Values Existing in the School Lunch Activity

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Abstract. Media has an important role in disseminating information to the public, drama is one example. Chef: Mitsuboshi no Kyushoku successfully represents school lunch activities and shows the cultural values that exist during school lunch activities through a drama. This research explains the representation of school lunch and analyzes the cultural values contained in school lunches in Japan. This research can provide a reference for countries that are new to school lunch activities. This research uses content analysis to examine scene representation and cultural values in school lunch activities. Stuart Hall's representation theory highlights that representation processes ideas among cultural members, foundational to this research. Based on the research, the drama succeeded in showing how school lunch activities not only show the process of managing quality food, but also as the formation of student character. Also, school lunch activities influence cultural values, social interactions, and positive behavior habituation. This research helps to understand the role of the drama Chef: Mitsuboshi no Kyushoku not only as a representation of school lunch activities, but also a means of cultural recognition.

Keywords: School lunch program, chef: mitsuboshi no kyushoku, representation, cultural values, stuart hall.

1 Introduction

School lunch programs play an important role in improving the quality education. This because nutritional intake can have a major effect on the level of concentration of students during learning [1]. School lunch programs also in the same line with one of the goals of the Sustainable Development Goals (SDGs), Quality Education. Currently many countries have created school lunch programs with the aim of improving the quality of education. Japan has already implemented a school lunch program, not only providing health and nutrition food, but the school lunch program also provides education about cultural values when school lunch program activities conducted [2]. Media plays a crucial role in shaping public perception by disseminating information and reflecting reality, notably through dramas that illustrate real-life themes, stories, and settings [3]. Not only acts as entertainment, but drama can also be a medium for cultural dissemination through interesting storylines and strong character mastery [4].

Chef: Mitsuboshi no Kyushoku is a Japanese drama that was broadcast from October 13 to December 15, 2016, on Fuji TV. The drama contains 10 episodes written by Hiyeda Hamada, direct by Shin Hirano and Ryo Tanaka. The drama depicts school lunch at a Japanese elementary school, not only showing the process of school lunch activities, but also showing how the cultural values that exist during school lunch activities in Japan [5]. The drama details the school lunch process, beginning with the selection of quality ingredients, hygienic food preparation process, and nutritional intake that is very concerned for health of students [6]. The interaction between students and staff also shows the value of cooperation is very strong in Japanese culture [7]. Food serving cost also crucial for the sustainability of the school lunch program [8]. This drama points out the importance of food quality, nutrition education, hygiene, food presentation, student and staff interactions, maintaining health, and cost for effective and efficient school lunch program. This drama educates the audience on the cultural values of Japan's school lunch activities, cooperation, hard work, togetherness, respect for food, and discipline while also serving as entertainment. This drama entertains while educating viewers about representation and cultural values in school lunch activities.

This research builds on previous studies, such as those by Puspitaloka, G. A., Srimulyani, N. E and Nadea, R. P on the drama Chef: Mitsuboshi no Kyushoku. Also, Komang, Y. K. and Nurita, W. on cultural values in school lunch activities. This research will focus on representation school lunch activities while highlighting Japanese cultural values in the drama. This research analyzes drama "Chef: Mitsuboshi no Kyushoku" through Stuart Hall's representation theory, which views representation as process of idea exchange among cultural members.

2 Methods

The main data in this research is the drama Chef: Mitsuboshi no Kyushoku, using the theory of representation proposed by Stuart Hall, representation is a cornerstone in cultural studies, emphasizing the production of meaning through language and its connection to identity and power dynamics[9]. Representations can also connect ideas using words, so that we can understand and give meaning to real and imagined things [3].

This research uses content analysis method to discuss information in mass media [10]. This method is used as a step to identify, categorize, and analyze patterns that exist in a media content with the aim of understanding the messages conveyed, current trends, or even cultural shifts that exist in people's lives [3].

Researching the drama Chef: Mitsuboshi no Kyushoku, the first step is watching each episode of the drama then record every detail such as episode, time, and dialog that can

be used as data material to conduct research. The analysis process in this research uses letter coding from the initial letter of the sub theme which aims to make it easier to categorize the data.

This research's coding scheme employs Stuart Hall's encoding and decoding method, impacting cultural studies and media communication research [11]. The encoding process is creating code from a communication that is used for data processing so it can be conveyed to audience [12]. Decoding process is the process of encoding in the form of messages based on a cultural background, this decoding process significantly affects recipient interpretations [13].

This research on Chef: Mitsuboshi no Kyushoku examines lunch representation and cultural values in Japanese school lunches. According to Stuart Hall, representations connect between meaning and language, also can take the form of images, words, facts, emotions, or stores that represent ideas. This research also using qualitative analysis method to understand the meaning of data [13].

3 Result and Discussion

The drama Chef: Mitsuboshi no Kyushoku represents 2 aspects related to school lunch programs in Japan, specifically focusing of representation of lunch activities and the cultural values that exist in lunch activities at Mitsuba Elementary School. The lunch program was identified as having two main themes and some subthemes related to representation and cultural values.

3.1 Representations Aspect of School Lunch program

This aspect of representation resulted in two main themes: 1) quality and sustainable meal management 2) school lunch as character building. In the main theme 1) there are 5 sub themes namely a) food quality b) nutrition education c) hygiene d) maintaining health e) cost, while the main theme 2) there are 2 sub themes a) food presentation b) student and staff interaction, as shown in table 1.

Main Theme	Sub Theme	Code	Total
Quality and sustainable meal management	Food quality	FQ	21
	Nutrition education	N	20
	Hygiene	H	14
	Maintaining health	PH	9
	Cost	C	7
School lunch activities as character building	Food serving process	FS	18
	Student and staff interaction	I	18

Table 1. Result table of the grouping of aspects of the representation of school lunch activities

1) Quality and sustainable meal management

In the drama Chef: Mitsuboshi no Kyushoku, there are several scenes of food management that are carried out in detail by using quality food ingredients, including several activities that show knowledge about nutrition, displaying cleanliness as one of the important things in the food processing process and paying attention to the cost aspect for sustainability. Therefore, the researchers divided this theme into 5 sub themes:

a) Food quality

The drama shows that food quality is the most important part of school lunch activities [14]. Drama scenes frequently highlight food quality. In some scenes show every day the school staff always checks the ingredients, the cooking process, the selection of ingredients based on season and ensuring that the food will be served to students is food make with the best ingredients and has gone through the process of checking by the principal to ensure good food quality [15].

b) Nutrition education

In some episodes of the drama Chef: Mitsuboshi no Kyushoku there are several scenes where school lunches are made by prioritizing nutrition over taste [16]. A nutritionist has determined that each school lunch portion contains 12 nutrients and 640 calories [6].

c) hygiene

the drama shows that hygiene is an important part of the school lunch management process, every cooking scene in the kitchen all staff use special cooking clothes to avoid direct contact with food ingredients [16]. There also several scenes of cleaning food ingredients before cooking and cleaning cooking utensils after cooking to avoid dirt that causes food poisoning [6].

d) Maintaining health

The drama emphasizes the importance of health in school lunches, in some scenes showing staff carefully avoiding allergens and maintaining records for allergic students [17]. The seasonal menu adapts to support children's appetites during flu season [18].

e) cost

Drama Chef: Mitsuboshi no Kyushoku shows that cost is also an important aspect in the process of school lunch sustainability. In some episodes, despite budget constraints, the school strives to provide nutritious lunches with affordable ingredients, even as food prices rise [19].

2) School Lunch Activities as Character Building

The drama Chef: Mitsuboshi no Kyushoku features several scenes that show the school lunch activity not only as a meal activity, but this activity also educates students about independence, the importance of responsibility, and how to interact with fellow humans which will affect the formation of student character. Therefore, researchers divided this theme into 2 sub-themes:

a) Food serving process

It can be seen in some scenes of this drama that every day the staff provide 342 servings of lunch. The food served in the school lunch activity is different every day, the staff has made a schedule and food ingredients for school lunch [16]. The serving of school lunch also involves some students to serve and prepare food for their friends, some other students also arrange chairs and tables for school lunch activities, this provides responsibility education to students [20].

b) Student and staff interaction

Drama Chef: Mitsuboshi no Kyushoku also features scenes of student and staff interaction [7]. This is important because it can build closeness between students and staff. This interaction can also provide education to students about the importance of respecting others and appreciating the surrounding environment. This aligns with Askelson's research with the result that when students have a positive perception of the staff, the food served, and the atmosphere of the dining room tend to feel better [21].

3.2 Representation of Cultural Values in School Lunch Activities

Research on the aspect of cultural values conducted on the drama Chef: Mitsuboshi no Kyushoku also produced two main themes: 1) value formation and social interaction through lunch together 2) lunch as a means of habituation of positive behavior. In the main theme 1, there are 3 sub themes namely a) cooperation b) togetherness c) hard work, while in the main theme 2 there are 2 sub themes: a) respect for food b) discipline, as shown in table 2.

Main Theme	Sub Theme	Count	Score
Value formation and social interaction through lunch activities together	Cooperation	13	34
	Togetherness	7	18
	Work Hard	4	10
Lunch as a means of habituating positive behavior	Respect for food	10	10
	Discipline	11	11

Table 2. Result table of the grouping of cultural value aspects in school lunch activities

1) Value formation and social interaction through school lunch activities

School lunch activities provide nutrition and foster social interaction, promoting teamwork and strengthening bonds while demonstrating the value of hard work. In this theme, researchers divided it into 3 sub-themes as follows:

a) Cooperation

As presented in Table 2, cooperation is the sub theme with the most frequent frequency in the theme of value formation and social interaction through school lunch. There are many scenes that show the hard work of the staff in preparing school lunches. In some episodes that show the time constraints in preparing school lunches, all staff, teachers, and students work together so that the food can be served on time [17].

b) Togetherness

This sub theme describes the togetherness of school lunch activities in the drama Chef: Mitsuboshi no Kyushoku. Togetherness makes school lunches more enjoyable. This is also proven by other studies that show that children can improve social development and build peer culture when eating [22]. The chefs also always do aerobic exercises before cooking to strengthen the sense of togetherness and increase the sense of spirit [8].

c) Hard work

Hard work is evident in the staff's determination to serve school lunches. In one episode, the staff are seen trying to keep serving school lunches despite the soaring prices of food ingredients and in another episode, the staff's hard work is seen when water cannot flow properly in the school environment [17]. Staff hard work pays off when the school lunch receives a star from The Star Guide, typically reserved for qualified restaurants [15].

2) Lunch as a means of habituating positive behavior

School lunch activities promote a healthy lifestyle and character building through cultural lessons on appreciating food, emphasizing discipline and health in daily life. Researchers divided this main theme into 3 sub themes:

a) Appreciation of food

Chef Mitsuko has a belief that any food made with more effort will produce the best food and be liked by everyone [6]. Before eating, students say "itadakimasu". In Japanese culture, *Itadakimasu* is a Japanese phrase used before meals to express gratitude for the food and the efforts of the people who prepared it [13].

b) Discipline

Discipline is one of the important values in Japanese culture, and this drama effectively depicts this value through the characters' school lives. Obeying the education ministry's rules on accurate ingredient measurements ensures proper nutritional content in school lunches [6].

4 Conclusion

The drama *Chef: Mitsuboshi no Kyushoku* represents school lunch as an important part of the education system. In the process, school lunch is managed with attention to food quality, nutrition education, hygiene, and cost efficiency for the sustainability of the activity. Not only focusing on the main activity of eating, but this activity is also a means of character building with the involvement of students in the process of serving food and interaction between students and staff. The interactions that occur during school lunch activities reflect cultural values that exist in everyday life such as cooperation, togetherness, and hard work. In addition, school lunch activities are also a medium to familiarize positive behaviors such as appreciating food, applying discipline, and maintaining health. School lunch fosters cultural values in Japanese life.

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