

# Relationship between Individual Characteristics and Information Exposed with Halal Food Knowledge for Business Actors

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**Abstract:** Muslims will look for halal food products that are permitted to be consumed in their religion, not only in religion, but on a global scale there needs to be awareness of the importance of the quality of halal products by producers to sell products, so that a new perception regarding halal products arises. The aim of this research is to determine the relationship between individual characteristics and exposure to information with halal food

knowledge among business actors.

This type of research is observational research with a cross-sectional design. The sample in this study amounted to 40 respondents, sampling in this study used total sampling and measurement using a questionnaire. The data obtained were analyzed using the SPSS for Windows program and bivariate analysis was carried out using the Spearman correlation test type  $p$  value =  $<0.05$ .

The research results show that the  $p$  value from Spearman statistical analysis shows the results of  $p$  value = 0.009 (age with knowledge),  $p$  value = 0.028 (gender with knowledge),  $p$  value = 0.046 (education with knowledge),  $p$  value = 0.337 (experience entrepreneurship with knowledge),  $p$  value = 0.050 (exposure to information with knowledge). Based on this analysis, it can be concluded that there is a relationship between age, gender, education and exposure to information and knowledge of halal food and there is no relationship between entrepreneurial experience and knowledge of halal food. It is hoped that there will be further research regarding halal food knowledge education using various other methods.

**Keywords:** Halal Food Knowledge, Information Exposure, Age, Education, Entrepreneurship Experience, Type Sex

## INTRODUCTION

Indonesia merupakan negara yang has the largest Muslim majority population in the world. According to data Global Religious FuturesIn 2020, the Muslim population in Indonesia is estimated to reach 229.6 million or 87.2% of the total population in Indonesia and 13% of the Muslim population in the world (Fadilah and Alfianto, 2022). The number of Muslim residents is growing very rapidly every year. Halal lifestyle(halal lifestyle) has recently spread throughout the world (Muslichah and Ibrahim, 2021). Not only in Islamic majority countries, but also in various countries such as America, Australia, Japan, China, India and Latin American countries (Muslichah and Ibrahim, 2021).

Halal according to an Islamic perspective is everything that is permitted in Islam and is good for humans (Azam and Abdullah, 2020). Muslims will look for halal food products that are permitted for consumption in their religion. Not only in religion, but on a global scale, there needs to be awareness of the importance of the quality of halal products by producers in order to sell products, so that anew perception regarding halal products arises.

Nurhayati and Hendar (2020)stated that knowledge is the basis for a person in making decisions to buy halal products. Therefore, halal knowledge can help consumers to determine quality food. Where halal food really has an influence on people's buying interest. Exposure to information or sources

Information is a collection of information from various media which has been grouped based on each category of information sources which can be in the form of magazines, news, newspapers and website which is useful for meeting information needs to make it easier for the wider community to access it (Taringan, 2019).

Based on result study from Wulandari *et al* (2020) there is no significant relationship between age and education and knowledge, while the gender variable has a significant relationship with knowledge. Women tend to have better knowledge than men, because women have more time to discuss with their surroundings (Wulandari *et al.*, 2020). However, in research conducted by Sianturi and Aprianingsih (2021) it was discovered that there was no relationship between age, gender, occupation and exposure to information on knowledge, but the education variable had a significant relationship on knowledge.

Preliminary with media a questionnaire that was conducted at PKL Sentra Surabaya on 10 business actors found that 70% were >40 years old, 80% were female, 80% had a high school education and had varying business experiences. The results on knowledge found that business actors lacked understanding regarding halal food knowledge. Previous research related to individual characteristics and knowledge shows inconsistent results. Based on the background above, further research is needed regarding the relationship between individual characteristics and exposure to information with knowledge of halal food among business actors.

## CONCEPTUAL FRAMEWORK

The halal lifestyle has recently spread throughout the world, even in several countries with Muslim minorities. The emergence of the halal lifestyle trend makes people want to know about halal food, which

of course means that knowledge of halal food can be influenced by several factors, namely internal and external factors.

Internal factors include education, age, experience and employment. Individual characteristics can influence a person's selfdevelopment through knowledge. Apart from that, the characteristics of business actors can influence the development of their business (Istinganah dan Widiyanto, 2020). Faktor internal seperti pekerjaan pada Internal factors such as work in this research are business actors because business actors sell food products to consumers. Meanwhile, external factors include information sources, environment and socio-culture. External factors such as sources of information in this research are exposure to information sources from information media that have been accessed by business actors to find out about halal food knowledge.

## METHODOLOGY

This research use design observational analytical research by design cross-sectional where all the data are variables dependent and variables independent collected at one time or at the same time (Masturoh dan Anggita, 2018). The research population in this research is all business actors in the Surabaya Culinary Tourism Center. The sample size used in this research used 40 business actors, where the sampling technique used total sampling with the criteria, namely business actors, Culinary Tourism Centers, selling food and beverage products and being Muslim, willing to be respondents and take part in the research until the end.

Whereas fot criteria which excluded are business actors who do not can read and write. The independent variables in this research are individual characteristics of business actors (age, gender, education, experience) and exposure to information. The dependent variable in this research is halal food knowledge which means the knowledge possessed by business actors regarding halal food

This research done with collect primary data obtained from respondents directly using questionnaires. Measurement of individual characteristic variables is measured using a measurement scale in the form of an identity sheet questionnaire consisting of age, gender, education and entrepreneurial experience. The measurement of the information exposure variable is measured using a questionnaire measurement scale in the form of questions regarding information media that are frequently accessed to find out about halal food using a questionnaire with indicators of never and never answers to 7 questions. The halal food knowledge variable is measured using a measurement scale in the form of a multiple choice halal food knowledge questionnaire consisting of 23 questions whose validity and reliability have been tested.

The data that has been collected will be processed in the following stages: editing, scoring, coding, processing, cleaning, tabulating. The assessment score on the questionnaire is calculated using the following formula: (Istikomah and Purwoko, 2020)

$$P = \frac{F}{N} \times 100\%$$

Keterangan :

P : precentage

F : frequency of correct question items

N : number of questions

These result scores can be categorized as follows :

- 1) Good if value (>75%)
- 2) Sufficient if the value is (50%-75%)
- 3) Less if value (<50%)

## RESULTS AND DISCUSSION

### SWK Overview

This research was conducted at two different Culinary Tourism Centers, namely the Urip Sumoharjo Culinary Tourism Center and Karah, which is one of the Culinary Tourism Centers that is close to urban centers and densely populated with community environments.

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Figure 1. SWK Urip Sumoharjo (a) and SWK Karah (b)

Apart from heavy and light food, they also sell a menu of drinks including coffee, tea, mixed ice and various fruit juices.

### Respondent Characteristics

The respondents of this research were the entire population in the Urip Sumoharjo and Karah culinary tourism centers, which included business actors or traders in these centers. Data on the characteristics of respondents in this study include age, gender, level of education and experience of respondents in entrepreneurship. The characteristics of the respondents from this research are as follows:

- 1) Individual characteristics based on Age

Table 1. Frequency Distribution of Respondent Characteristics based on age

Age	Frequency	Percentage (%)
17-25	8	20.0
26-35	10	25.0
36-45	7	17.5
46-55	8	20.0
56-65	4	10.0
>65	3	7.5
Total	40	100

Based on the frequency distribution results above, most respondents were aged 26-35 years with a percentage of 25.0%.

### 2) Individual Characteristics based on Gender

Table 2. Frequency Distribution of Respondent Characteristics based on gender

Gender	Frequency	Percentage (%)
Male	12	30,0
Female	28	70,0
Total	40	100

Based on the frequency distribution results above, the majority of respondents were female, 28 respondents with a percentage of 70%

### 3) Karakteristik Individu berdasarkan Pendidikan

Table 3. Frequency Distribution of Respondent Characteristics based on education

Education	Frequency	Percentage (%)
SD	8	20
SMP	12	30
SMA	16	40
Perguruan Tinggi	4	10
Total	40	100

Based on the results of the frequency distribution above, it shows that there are 8 respondents (20%) who have graduated from elementary school, 12 respondents (30%) have graduated from junior high school, 16 respondents (40%) have graduated from high school and 4 respondents (10%) have studied at university.

### 4) Karakteristik Individu berdasarkan Pengalaman

Table 4. Distribusi Frekuensi Karakteristik Responden berdasarkan pengalaman

Experience Entrepreneurship	Frequency	Percentage (%)
<5 Tahun	15	37,5
>5 Tahun	25	62,5
Total	40	100

Based on the frequency distribution results above, it shows that the majority of respondents in this study have been entrepreneurs for > 5 years, namely 25 respondents (62.5%).

### 5) Frequency Distribution of Information Exposure

Table 5. Distribusi Frekuensi Karakteristik Responden berdasarkan paparan informasi

Exposure Information	Frequency	Percentage (%)
No Exposed	9	22,5
Exposed	31	77,5
Total	40	100

Based on the results of the research regarding exposure to information on business actors above, it shows that there were 9 respondents (22.5%) who were not exposed to information regarding halal food knowledge and there were 31 respondents (77.5%) who were exposed to information regarding halal food.

### 6) Distribusi Frekuensi Pengetahuan Pangan Halal

Table 6. Frequency Distribution of Respondent Characteristics based on exposure to information

Knowledge	Frequency	Percentage (%)
Not enough	8	20
Enough	22	55
Good	10	25

Based on the results of research on halal food knowledge among business actors, it shows that of the 40 business actors who were respondents, there were 8 respondents (20%) who had a level of knowledge in the poor category, 22 respondents (55%) were in the sufficient category and 10 respondents (25%) have knowledge in the good category.

### Relationship between the age of business actors and knowledge of halal food

The following are the results of relationship analysis using the Spearman correlation test

Individual age characteristic variables with halal food knowledge can be seen in the following table:

Table 7. Relationship between the age of business actors and knowledge of halal food

Age	Halal Food Knowledge						Total	p value
	Not enough		Enough		Good			
	f	%	f	%	f	%		
17-25	4	50,0	3	13,6	1	10,0	8	0,009
26-35	2	20,0	6	27,3	2	20,0	10	
36-45	1	14,3	5	22,7	1	10,0	7	
46-55	1	12,5	3	13,6	4	40,0	8	
56-65	0	0,0	2	9,1	2	20,0	4	
>65	0	0,0	3	13,6	0	0,0	3	
<b>Total</b>	<b>8</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>40</b>	

Besed on result study can shows that (25%) of business actors at the Urip Sumoharjo and Karah Culinary Tourism Centers are mostly aged 26-35 years and respondents from both places at the Surabaya Culinary Tourism Center have sufficient knowledge. At the age of 26-35 years, 6 respondents had sufficient knowledge. Statistical test results using spearman corelation spearman corelation shows that the relationship between age and knowledge of halal food among business actors shows a result of  $p = 0.009$ , where this value is less than ( $\alpha = 0.05$ ), which means that there is a relationship between age and knowledge of halal food. This can be seen through the calculation of the correlation coefficient, namely 0.409, where this value shows a sufficient relationship between the two variables.

Age influences a person's grasping power and thinking patterns. As a person gets older, his grasping power and thinking patterns will develop, so that the knowledge he obtains will increase. In addition, as people get older, they will have thinking experiences that will increase their knowledge, because the knowledge formed from experience will be stored and last for a relatively longer period of time until old age. Age can influence a person's knowledge, where the older a person gets, the more their knowledge will increase according to the information they obtain (Edison, 2019). This can be strengthened by the theory from Suwaryo and Yuwono (2017) which says that the older one gets

a person will be more mature in thinking and working, this can affect a person's cognitive abilities (Suwaryo dan Yuwono, 2017).

This research is in line with previous research conducted by Sulistyowati et al., (2017) in their research entitled the relationship between age and level of education and the level of knowledge of pregnant women about breast care during pregnancy at the obstetrical polyclinic at RSU Jasem, Sidoarjo which states that there is a relationship positive relationship between age and level of knowledge. This is because the older a person is, the wiser they are and have a lot of information and knowledge (Sulistyowati et al., 2017). Hanifah and Suparti (2017) in their research on the relationship between age and knowledge in young women stated that there is a significant relationship between age and knowledge in young women.

#### Relationship between gender of business actors and knowledge of halal food

The following are the results of the relationship analysis using the Spearman correlation test for individual characteristics variables, gender and knowledge of halal food, which can be seen in the table as follows:

Table 8. Relationship between gender of business actors and knowledge of halal food

Type Sex	Halal Food Knowledge						Total	P value
	Not enoght		Enough		Good			
	f	%	f	%	f	%		
Female	3	37,5	16	72,7	9	90,0	28	0,028
Male	5	62,5	6	27,3	1	10,0	12	
<b>Total</b>	<b>8</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>40</b>	

Based on the research results, it shows that 16 respondents (57.1%) who are female have sufficient knowledge and 9 respondents (32.1%) who are female have good knowledge. Of the male respondents, 6 respondents (50%) had sufficient knowledge and 5 respondents (41.7%) had insufficient knowledge. Based on the results of statistical tests using the Spearman correlation test, it was found that the p value was 0.028. The p value is smaller than 0.05 ( $<0.05$ ), which means that there is a relationship

significant relationship between the gender variable and halal food knowledge.

This can be seen through the calculation of the correlation coefficient, namely -0.347, where this value shows a sufficient relationship between the two variables. The results of this research are more women than men because men have different interests in terms of knowledge.

Women have a high interest in motivation in terms of learning, because women tend to have a higher curiosity about information, where this information can be accessed through various media, for example websites and social media.

A person with high motivation will always have effort in learning so that can influence his knowledge. Gender is related to a person's level of knowledge in a matter, where women tend to have better knowledge than men. This is due to various things, such as women being able to socialize better and having the opportunity to obtain greater information due to the activities they carry out.

This is in line with previous research by Nito et al., (2021) which states that there is a significant relationship between gender and level of knowledge with a p value of  $0.006 < 0.05$ . Another study by Septiani dan Ervina (2015) discussed the relationship between gender and sources of information with teenagers' knowledge about sexually transmitted diseases. The results of statistical tests using Chi Square at  $\alpha = 0.01$  obtained a p value of 0.000, which means that there is a relationship between types. gender with adolescent knowledge.

### Relationship between business actor education and Halal Food Knowledge

The following are the results of the relationship analysis using the Spearman correlation test for individual characteristic variables, age and knowledge of halal food, which can be seen in the following table:

Table 9. . Relationship between business actors' education and knowledge of halal food

Education	Halal Food Knowledge						Total	P value
	Not enough		Enough		Good			
	f	%	f	%	f	%	Σ	
SD	3	37,5	5	22,7	0	0	8	0,046
SMP	2	25,0	6	27,3	4	40,0	12	
SMA	3	37,5	8	36,4	5	50,0	16	
Perguruan Tinggi	0	0	3	13,6	1	10,0	4	
<b>Total</b>	<b>8</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>40</b>	

The results of research conducted on business actors at the Urip Sumoharjo and Karah Culinary Tourism Centers, the level of education observed was the formal education of the business actors. Education is a means or bridge for humans to develop their potential through the learning process obtained through teaching and training activities (Nurul, 2021). Based on the research results which can be seen in Table 5.9, it shows that 27.3% of respondents with a high school education level had sufficient knowledge. However, there were 3 respondents with a high school education level who had insufficient knowledge of 37.5%, 8 respondents with sufficient knowledge (36.4%) and there were 5 respondents who were in the good knowledge category of 50%. Apart from that, there is a higher level of education, namely universities that have sufficient knowledge as many as 3 respondents (13.6%). Based on the results of statistical tests using the Spearman test, it shows that there is a significant relationship between education and knowledge of halal food among business actors because the p value = 0,046 where the value less than ( $\alpha = 0,05$ ).

This can be seen through the calculation of the correlation coefficient, namely 0.317, where this value shows a sufficient relationship between the two variables. The results of this research are that more people have a high school education, this is what causes the respondent's level of knowledge to be sufficient, because the higher a person's education, the better their knowledge and a person's ability to accept and understand can be determined by the level of education they have, where a person's acceptance and understanding with higher education is better than those with low education. Besides that,

Education is an effort to develop a person's abilities, one of which is the ability to receive information, knowledge obtained from various sources will be easily absorbed and understood so that the more information that comes in, the more knowledge they have and also someone who is highly educated has reasoning. tall one. This research is in line with previous research conducted by Sulistyowati et al., (2017) stating that there is a positive relationship with the level of knowledge.

**Coonnection Experience Entrepreneurship With Halal Food Knowledge**

The following are the results of relationship analysis using the Spearman correlation test, individual characteristic variables, length of entrepreneurial experience and knowledge of halal food, which can be seen in the following table:

Table 10. Relationship between business actors' entrepreneurial experience and knowledge of halal food

Entrepreneu re Experience	Halal Food Knowledge						Total	P value
	Not enough		enough		Good			
	f	%	f	%	f	%		
<5 Years	3	37,5	6	27,3	6	60,0	15	0,337
>5 Years	5	62,5	16	72,7	4	40,0	25	
<b>Total</b>	8	100	22	100	10	100	40	

Based on the results of this research, it shows that the majority of business actors have entrepreneurial experience of >5 years. Respondents with entrepreneurial experience of more than 5 years amounted to 16 respondents (40%) who had sufficient knowledge. However, the results of statistical tests using Spearman correlation show that the p value is  $0.337 < 0.005$ , which means there is no significant relationship between length of entrepreneurship and knowledge of halal food. This can be seen through the calculation of the correlation coefficient, namely  $-0.156$ , where this value shows a very weak relationship between the two variables, namely that there is no relationship between entrepreneurial experience and halal food knowledge among business actors. The absence of a relationship between entrepreneurial experience and knowledge of halal food is due to several other influencing factors, one of which is

namely that there are still many business actors who still don't know about halal food, this is due to the lack of interest from business actors regarding halal food. So this can show that how long a person has had entrepreneurial experience and the more information they obtain does not guarantee that someone has good knowledge.

This research is in line with research conducted by Larasati et al., (2022) which states that the correlation results between knowledge and experience have a p value of 0.558, which means there is no significant relationship between knowledge and experience. Other research conducted by Muntaza and Adi (2020) shows that there is no relationship between experience and level of knowledge.

**Relationship between Information Exposure and Halal Food Knowledge**

The following are the results of the relationship analysis using the Spearman correlation test, the variable exposure to information and knowledge of halal food can be seen in the following table:

Table 11. Relationship between business actors' exposure to information and knowledge of halal food

Exposure information	Halal Food Knowledge						Total	P value
	Not enough		Enogh		Good			
	f	%	f	%	f	%		
Not exposed	4	50,0	3	13,6	2	20,0	9	0,050
exposed	4	50,0	19	86,4	8	80,0	31	
<b>Total</b>	100	22	10	10	100	40		

Based on the research results in Table 5.11, it shows that 19 respondents (61.3%) who were exposed to information had sufficient knowledge, this can be seen from the questionnaire using the Guttman scale regarding sources of halal food information which was obtained by 4 respondents (44.4% ) who are not exposed to information have less knowledge. This is because exposure to information media can be one of the factors that influences a person's knowledge, information media has effects related to knowledge, changes in attitudes, behavior, feelings and communication between people. By providing exposure to information, these business actors can

obtain more information compared to those who have never been exposed to information. So that the information obtained will influence the knowledge and attitude decisions that must be taken (Maresa et al., 2023).

The results of statistical tests using Spearman correlation show that the relationship between exposure to information and knowledge of halal food among business actors shows a result of  $p = 0.05$ , which means that there is a relationship between exposure to information and knowledge of halal food. This can be seen through the calculation of the correlation coefficient, namely 0.311, where this value shows a sufficient relationship between the two variables. The business actors in this study were more exposed to information regarding halal food knowledge, the respondents accessed information about halal food in various media, for example social media, where this media has an important role in increasing knowledge so that the results of this research are that business actors' knowledge is categorized into knowledge. sufficient. The higher or more exposed the source of information, the better the level of knowledge and conversely, if the source of information is minimal, it will result in the level of knowledge being less good. Apart from that, the source of information is a factor that can influence a person's level of knowledge. The more information one obtains, the wider their knowledge will be. and the ease of obtaining information can help speed up the acquisition of new knowledge.

This is in line with research by Maresa et al., (2023) which discusses attitudes and exposure to information and knowledge of young women about breast cancer, which shows that there is a relationship between exposure to information and knowledge of young women about breast cancer. Gustina and Djannah (2015) in their research discussing sources of information and knowledge about menstrual hygiene in young women stated that there was a significant relationship between sources of information and knowledge with a  $p$  value  $< 0.05$ .

## CONCLUSION

Terdapat hubungan yang signifikan antara usia dengan pengetahuan pangan halal ( $p$  value 0,009), terdapat hubungan yang signifikan antara jenis kelamin dengan pengetahuan pangan halal ( $p$  value 0,028), terdapat hubungan yang signifikan antara pendidikan dengan pengetahuan pangan halal ( $p$  value 0,046), tidak terdapat hubungan antara pengalaman berwirausaha dengan pengetahuan pangan halal ( $p$  value 0,337), terdapat hubungan yang signifikan antara paparan informasi dengan pengetahuan pangan halal pada pelaku usaha ( $p$  value 0,050).

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