

Differences in Halal Food Knowledge among Business Actors by Providing Digital Flipbook and E-booklet Media Education

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Abstract: The current halal lifestyle is not only limited to Muslims, but many non-Muslim countries have also started implementing halal food products. This research aims to determine the effect of providing education using visual media on halal food knowledge for Surabaya culinary center businesses. This type of research is True Experimental using a pre-post test design. The sample in the research consisted of 40 respondents. The samples taken in this study used total sampling, then divided into 2 groups (digital Flipbook education group and Ebooklet group). The test analysis used was Mann Whitney okewith a significance level ($\alpha=0.05$). The research results showed that there were differences in the knowledge of respondents in the groups given digital Flipbook and E-booklet media education with a p-value of P-0.003. It is hoped that further research can use the educational media E-booklets and digital flipbooks to increase knowledge of halal food.

Keywords: Educational Media, Digital Flipbook, E-booklet, Halal Food, Knowledge

INTRODUCTION

Indonesia is a country that has the largest population of any country in the world, with a Muslim population of 86.88%. It is very important for the Muslim population in Indonesia to demonstrate the halalness of a food product to ensure the purity and halal level of a food. Currently, the halal lifestyle is not only limited to Muslims, but many non-Muslim countries have implemented halal food products. Therefore, Muslims will look for halal products to consume in accordance with religious teachings (Gilalo, 2020). Especially business actors can increase knowledge about halal food by providing education through educational media as learning tool. Educational media are all planned efforts to influence other people, both individuals and groups, as an effort to gain insight and new knowledge, and also so that they do what is expected by educational practitioners (Notoadmojo,

2003). With this education, knowledge will greatly change where the learning process goes from not knowing anything to knowing everything. There are several media that The most effective ones used are digital flipbooks and ebooklets (Syahbani, 2017). Using this media can show an increase in knowledge and consume halal food.

Based on the description above, then. There is a need for research on providing digital flipbook and ebooklet media education on halal food knowledge to business actors. By Therefore, this research needs to be carried out with the aim of finding out differences regarding business actors' knowledge of halal food after being provided with information using visual media. Then, the advantages of this educational media are that it is very attractive, colorful, creative and also unique, it can increase reading ability for

business people and is easy to understand.

CONCEPTUAL FRAMEWORK

Knowledge regarding halal food is still relatively lacking, therefore there is a need to increase knowledge about food, especially among business actors so that they do not easily sell food carelessly. Pay more attention to the importance of halal labels on food and drinks according to Islamic law. In increasing knowledge there are several factors such as internal factors and external factors (Taufiq, 2018).

According to research (Notoadmojo, 2010). stated that the factors that influence whether education will take place are one of the media that can be used in education, namely posters, leaflets, flipcharts, digital flipbooks, audio-visual media, radio, television, cassettes. Meanwhile, in this research, researchers will provide education in the form of digital flipbooks and ebooklets to find out whether there is an influence before and after education on halal food knowledge among business actors.

METHODOLOGY

This type of research uses the True experimental design method using a pre-post test design. The population in this research is all MSME business actors in Surabaya culinary centers, amounting to 40 respondents. Sampling in this study had inclusion and exclusion criteria. Criteria The first inclusion is that MSME business actors in Surabaya culinary centers, business actors who are Muslim, are willing to be respondents and take part in the research until the end. Meanwhile, the exclusion criteria are business actors who cannot read and write.

The sampling method in this study used simple random sampling using 40 business actors who were divided into 2 groups, 20 respondents were included in the digital flipbook group, 20

respondents were included in the Ebooklet group. This research took place at the Surabaya culinary center on Jalan Urip Sumoharjo and Karah in June 2023. Conducted 2x in 2 weeks. The independent variable in this research is the type of educational media used, namely digital flipbooks and e-booklets. Dependent variable in this research is related knowledge about halal food.

This research was carried out by collecting primary data obtained from respondents directly using a questionnaire. The halal food knowledge questionnaire consists of 23 questions in multiple choice form which have been tested for validity and reliability. The data that has been collected will be processed in the following stages: editing, scoring, processing, cleaning and tabulation.

Scoring in this study uses an ordinal approach scale with score measurement criteria:

- 1) Correct: score 1
- 2) Wrong: score 0

The halal food knowledge scores obtained from the questionnaire were then categorized according to level of knowledge according to Arikunto, (2013):

- 1) Good if the value is (>75%)
- 2) Value is sufficient if (50%-75%)
- 3) Value less if (<50%) Then

The Then the results will be calculated using formula :

$$P = F/N \times 100\%$$

P = Percentage

N = Number of questions

F = Frequency

Data collection was carried out after obtaining ethical permission from the University. Research. Ethics

Commission Nahdlatul Ulama Surabaya with number 0257/EC/KEPK/UNUSA/2023. Analysis in this study used a ratio data scale, with a normality test using the Independent T-Test. to find out the difference in pre-post test results which is processed using a computer program (SPSS).

RESULTS AND DISCUSSION

A Glance at Halal Food

Food is one of the most important components in human life and also most of the energy needed for survival. To be able to survive, humans really need a need, namely food (Gilalo, 2020). With a population of 86.88% Muslims, Indonesia is the country with the largest population of any country in the world, with a Muslim population of 86.88%. It is very important for the Muslim population in Indonesia to demonstrate the halal status of a food product to ensure the purity and halal level of a food.

Respondent Characteristics

The subjects are MSME business actors in Surabaya culinary centers. There were 40 respondents with 20 respondents in the digital flipbook group and 20 respondents in the ebooklet group. In the digital flipbook group, there were 5 male respondents (25%) and 15 women (75%). Then in the ebooklet group there were 7 male (35%) and female respondents 13 respondents (65%).

Table 1. Frequency Distribution Based on Gender

Tabel 5.1 Karakteristik Responden Sentra Wisata Kuliner Surabaya berdasarkan Jenis Kelamin

Jenis Kelamin	Kelompok			
	Flipbook Digital		E-booklet	
	Frekuensi (n)	Presentase (%)	Frekuensi (n)	Presentase (%)
Laki-laki	5	25	7	35
Perempuan	15	75	13	65
Jumlah	20	100	20	100

In the group that received flipbook education, 5 respondents (25%) were male and 15 respondents (75%) were female. Meanwhile, 7 respondents (35%) were male and 13 respondents (65%) were female.

Table 2. Frequency Distribution Based on Age

Tabel 5.2 Karakteristik Responden Sentra Wisata Kuliner Surabaya berdasarkan Jenis Usia

Usia	Kelompok			
	Flipbook Digital		E-booklet	
	Frekuensi (n)	Presentase (%)	Frekuensi (n)	Presentase (%)
17-32 tahun	0	0	11	55
33-47 tahun	8	40	7	35
48-62 tahun	9	45	2	10
>62 tahun	3	15	0	0
Jumlah	20	100	20	100

In the digital flipbook group, there were 8 respondents, 40.0% aged 33-47 years, 9 respondents 45.0% aged 48-62 years, 3 respondents 15% aged > 62 years. Meanwhile, in the ebooklet group, 11 respondents were 55% aged 17-32 years, 7 respondents 35.0% 33-47 years and 2 respondents 10% aged 48-62 years.

Table 3. Food Knowledge in Digital flipbook Education Group

Tabel 5.3 Pengetahuan Pangan Halal pada Kelompok Edukasi Flipbook

Kategori	Media edukasi Flipbook Digital			
	Sebelum		Setelah	
	Frekuensi (n)	Presentase (%)	Frekuensi (n)	Presentase (%)
Baik	19	23,8	19	23,8
Cukup	1	1,2	1	1,2
Kurang	0	0	0	0
Jumlah	20	25	20	25

Halal Food Knowledge in digital flipbook Group

Based on research conducted on respondents' halal food knowledge before being given education had an average score of good, 19 respondents 23.8%, 1 respondent 1.2% got a fair score, while after being given education, 19 respondents 23.8% got a good score, 1 respondent 1.2% get enough marks.

Table 4. Knowledge of Halal Food inEbooklet Education Group

Tabel 5.4 Pengetahuan Pangan Halal pada Kleompo edukasi *E-booklet*

Kategori	Media edukasi <i>E-booklet</i>			
	Sebelum		Sesudah	
	Frekuensi (n)	Presentase (%)	Frekuensi (n)	Presentase (%)
Baik	11	13,8	19	23,8
Cukup	8	10	1	1,2
Kurang	1	1,2	0	0
Jumlah	20	25	20	25

Business actors before being given education had a good average score of 11 respondents, 13.8%. A total of 8 respondents obtained 10.0% sufficient value and 1 respondent not enough. After being given education, 19 respondents 23.8% got good grades and 1 respondent 1.2 got fair grades.

Table 5. Differences in food knowledge Halal by providing educational media with digital flipbooks and leaflets to students.

Tabel 5.5 Perbedaan Pengetahuan Pangan Halal dengan Pemberian Edukasi Media *Flipbook Digital* dan *E-booklet* pada *Pelaku Usaha*

Pengetahuan Pangan Halal	N	Mean±SD	<i>p-value</i>
Kelompok <i>Flipbook Digital</i>	20	8,40±7,41	0,003*
Kelompok <i>E-booklet</i>	20	17,30±12,04	

It is known that the results of the Mann Whitney test have a significant value from the digital Flipbook and E-booklet education provided. The P-Value result is 0.003, meaning that the value is significant because it is $< \alpha$ 0.05. This is proven that the media can provide significant knowledge. One of the media that respondents find easy to understand, read easily is E-booklet media. With E-booklet media, respondents' scores have increased greatly and this can be interpreted that respondents who have been given education using media, especially E-

booklets, have a relationship with knowledge. halal food. It can be concluded that there is a difference in knowledge of halal food among business actors after being given these two educational media.

CONCLUSION

Based on the results of research that has been carried out regarding the differences in providing education using digital flipbook and e-booklet media on halal food knowledge among business actors at the Surabaya Culinary Tourism Center, they are as follows:

- 1) In the group that was given a digital flipbook, digital flipbook educational media before being given education was in the good category, 19 respondents 23.8%, after education there was still no increase with results in the good category, 19 respondents 23.8%, 1 respondent got a fair score of 1.2 %. This is because some respondents when given the material did not focus on the material completely.
- 2) The group given the E-booklet educational media experienced an increase from 13.8% to 23.8%, including the good category (23.8%).
- 3) There is a significant difference in the provision of education in the digital flipbook media group and also E-booklet with a P-Value result of 0.003 on halal food knowledge among Surabaya culinary center business actors.

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