

Education with Audiovisual Media on Attitudes and Behavior of Halal Food Consumption in High School Students

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Abstract: Islam requires its followers to consume halal food. The rapid development of the media causes the flow of information to be obtained more easily and a lot so that it can affect a person's consumption pattern. Factors that can influence a person's decision to consume halal food are attitudes and behavior. Audiovisual media are considered better and more interesting in displaying information so that understanding is obtained, and a good attitude can also change a person's behavior. The purpose of the study was to analyze differences in attitudes and behavior before and after being given education with audiovisual media in high school students. The type of research used is an experimental design with a two-group design with pre-test and post-test. The study was conducted on students of SMA Hang Tuah 2 Sidoarjo. The sample required is 86 people who are divided into 2 groups, namely 42 students in the poster and discussion group (P1) and 42 students in the video group (P2), with a sampling technique that is cluster sampling. The data collection instrument used was a questionnaire of respondents' attitudes and behavior in consuming halal food. The results are there is a significant difference between the attitude of consuming halal food in the group that was given education with video media compared to posters and discussions. There is also a significant difference between the consumption behavior of halal food in the group that was educated with video media compared to posters and discussions. The conclusion of this study, halal food education will be effective in changing attitudes and behavior in high school students if it is given with audiovisual media in the form of the video so that this educational strategy can be applied to other target groups such as university students.

Kata kunci: education, audiovisual media, attitudes, behavior, halal food, consumption

A. INTRODUCTION

Allah commands all humans to consume halal food because the food or drink eaten will enter the body as a source of energy needed every day. This is contained in the Qur'an Surah Al Baqoroh verse 168 which means "O mankind! Eat of that which is lawful and clean on earth, and do not follow the footsteps of Shaitan (Satan) Verily, he is to you an open enemy." and Surah Al Ma'idah verse 88 which means: "Eat of the good, lawful things provided to you by Allah. And be mindful of Allah in Whom you believe".

The rapid development of the media causes the flow of information to be obtained more easily and a lot so that it can affect a person's consumption patterns, including teenagers. However, when referring to the results of Iranita's study (2013), not a few Indonesian people when consuming a product no longer pay too much attention to the halal of a product. Even from the results of Dewi's study (2020), it is known that as many as 30% of respondents do not pay attention to the halal aspect of food, so there is a need for educational media related to the urgency of halal and food safety given to students.

Media can be interpreted as a tool in conveying messages. According to Notoatmodjo (2012), one of the functions of the media in conveying messages or information is to encourage people's desire to know and explore more so that they finally get a good understanding. Audiovisual media is a type of media that contains sound as well as images that can be seen such as videos, films, and so on. The ability of audiovisual media is considered better and more interesting because it contains both elements of media types, namely sound (ears) and images (eyes) (Arsyad, 2011).

Several studies have revealed that subjective norms or influences from outside a person have an influence on the intention to consume halal food in adolescents (Amalia, 2020). Knowledge has an influence on attitudes, meaning that an increase in knowledge linearly will affect consumers in buying a product (Rahman et al, 2015). In another study, it was stated that there was a relationship between knowledge of halal food and the attitude of purchasing decisions for halal products where if the score of knowledge of halal food increased by 1, the attitude score of halal food purchasing decisions increased by 0.1778 (Rosidi et al, 2018). Rochmanto and Widiyanto (2015) said that consumer attitudes towards halal products have the greatest influence on the intention to consume halal food and beverage products.

The discussion above shows that many factors can influence a person's decision to consume halal food. One of the educational media that can be used to increase the consumption of halal food is audiovisual media in the form of posters and videos. The purpose of this study is to analyze the difference of halal food education conducted with audiovisual media on the attitudes and behavior of consuming halal food in adolescents so that it can

encourage adolescents to be able to choose to consume halal food in daily life in accordance with the teachings of Islam.

B. RESEARCH METHODOLOGY

1. Research Design

This type of research is experimental, where the research conducted will provide treatment so that the differences between the two groups can be seen. The design used in this study is a two-group design with pre-test and post-test. This design was used to obtain data on the P1 who was given education-related to halal food with audiovisual media in the form of posters and discussions while the P2 was given halal food education with audiovisual media in the form of video with the aim of analyzing the differences in audiovisual media education on attitudes and behavior in consuming halal food in high school students.

2. Population and Research Sample

The population used in this study were all students of SMA Hang Tuah 2 Sidoarjo, totaling 456 students. From the sample size formula, 86 people were obtained which were divided into 2 groups, namely 42 students in the poster and discussion group (P1) and 42 students in the video group (P2). Samples were taken by cluster sampling method based on class X, XI, and XII which were in accordance with the inclusion criteria, namely being Muslim and the exclusion criteria being students who did not have a smartphone.

3. Data Collection Method

The study began with filling out a pretest questionnaire by the subjects in both groups. The questionnaire used is a questionnaire state-

ment on the attitude of consuming halal food as many as 15 questions and a questionnaire statement on the behavior of consuming halal food as many as 10 questions. After that, online education was given 3 times for 3 weeks for each group. After 3 weeks, the attitudes and behavior of halal food consumption in both groups were measured again using a post-test questionnaire with the same questions as the pretest questionnaire.

4. Data Analysis

Data analysis was carried out using the Paired Sample T-Test to determine the difference between the pretest and posttest results of the two groups. The confidence level was set at 95 percent.

C. RESULT AND DISCUSSION

1. Audiovisual Media Education on Halal Food Consumption Attitude

According to Othman et al (2018), education for Muslims needs to be done to increase knowledge and awareness regarding food consumption according to Islamic law. One of the educational media that can be used is audiovisual media. Audiovisual media is a type of media that is considered better and more interesting because it contains both elements of media types, namely sound (ears) and images (eyes) (Arsyad, 2011). Examples of audiovisual media are videos and posters followed by discussions. Attitudes of audiovisual media educa-

tion on the attitude of consuming halal food are shown in Table 1.

Based on the results of statistical analysis using the Paired Sample T-Test, it shows that there is no difference in the attitude of consuming halal food before and after being given education with posters and discussion media (p-value 0.249). Different results were shown in the education group with video media, where there were differences in the attitude of consuming halal food before and after being given education (p-value 0.000). This is because the provision of education using video media has advantages, namely the message conveyed develops imagination, develops thoughts and opinions, and the message conveyed will be easy to remember (Zatalini and Wulandari, 2018). In line with previous research, there was an increase in knowledge of halal food in respondents who were given education with video media (Putri and Firdausy, 2021). Knowledge has an influence on attitudes, meaning that an increase in knowledge linearly will affect consumers in buying a product (Rahman et al, 2015).

It is known that there is a significant relationship between attitudes and consumption of halal food among consumers in Indonesia (Vanany et al, 2019). Research conducted on Muslim residents (Malaysia) and non-Muslim residents (Australia) found that the Muslim population showed a more conscious attitude towards the principles of animal slaughter. They think that halal slaughter can lead to an increase in the quality of meat. It was concluded

Table 1 Audiovisual Media Education on Halal Food Consumption Attitude

Media	Before		After		p-value
	N	Mean±SD	N	Mean±SD	
Poster and discussion	42	49,65±4,15	42	50,30±4,62	0,249
Video	42	49,07±2,66	42	52,51±3,14	0,000*

that religion and education were the most common factors related to consumer attitudes, beliefs, and habits about halal (Jalil et al, 2018).

2. Audiovisual Media Education on Halal Food Consumption Behavior

Halal food consumption behavior is an act of a person in determining the decision to consume halal food according to Islamic religious law. In this study, halal food education was provided with audiovisual media. A comparison of audiovisual media education on halal food consumption behavior is shown in Table 2.

Based on the results of statistical analysis using the Paired Sample T-Test, it shows that there is no difference in the behavior of halal food consumption before and after being given education with posters and discussion media (p-value 0.119). Different results were shown in the education group with video media, where there were differences in the behavior of consuming halal food before and after being given education (p-value 0.000). In line with the education given to students of SMA Muhammadiyah 23 Jakarta through videos about halal understanding and halal conscious behavior, there was a significant increase. This shows that halal education and socialization are very necessary for building halal-conscious attitudes and behaviors in the younger generation (Permanasari & Nugrahaeni, 2021).

Research conducted by Soesilowati & Yuliana (2013) on respondents in the Muslim majority and minority areas, behavior in consuming halal

food is associated with reasons from themselves, or because they really like it (attitude), so it can be said that attitudes and behavior will be in line in determining a person's decision to consume halal food. Behavior and religiosity have a significant relationship with the intention to buy halal cosmetics among Muslims in Malaysia (Haque et al, 2018). In addition to halal food education through videos, halal food consumption behavior can be improved by including the halal logo on food product packaging. Halal logos are an innovative marketing method in modern times because they have the potential to attract and convince consumers in terms of health, safety, and health quality (Anam et al, 2018).

D. CONCLUSION

Halal food education given to high school students with audiovisual media in the form of video is more effective in changing attitudes and behavior than posters and discussions. This educational strategy can be applied to other target groups such as students so that it will increase the awareness of Muslims in consuming halal food.

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Table 2 Audiovisual Media Education on Halal Food Consumption Behavior

Media	Before		After		p-value
	N	Mean±SD	N	Mean±SD	
Poster and discussion	42	31,19±3,14	42	32,00±2,88	0,119
Video	42	29,70±1,99	42	32,88±2,57	0,000*

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