Final Report

Fresh Beef Consumer Awareness and Market Development Program

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Abstract

The 2016 introduction of Indian Buffalo Meat (IBM) has significantly reduced the demand for fresh beef in traditional marketplaces. The Livestock Export Program (LEP) developed a program to raise consumer awareness and retain the market share of locally processed Australian fresh beef in traditional markets in response to this issue. Implementation methods are divided into three, namely pre-program, program, and evaluation. The program's results indicate that webinars, cooking demonstrations, and social media campaign are beneficial at improving consumer awareness of fresh beef content. In Product Segmentation, marketing and promotion of Fresh Beef in Meat Kiosk, butchering demos are effective in raising awareness about the importance of keeping meat sanitary, paying attention to work safety, and how to optimize cuts of meat. This program can alter the perceptions of consumers who are exposed to meat quality. However, some of the tools do not meet the kiosk's requirements due to their special requirements. This program demonstrates that beef management and processing have changed as a result of program intervention. On a larger scale, these changes will have an effect on the rising demand for fresh beef among consumers. The industries of meat processing and food and beverage have a substantial market share. This requires a touch of technology and interventions that could increase production efficiency by using locally processed Australian fresh beef as well as innovation in marketing aspects with co-branding and co-marketing strategies.

Executive Summary

Background

Since the introduction of Indian Buffalo Meat (IBM) in 2016, the demand for locally processed Australian fresh beef in the wet market has decreased significantly. The Livestock Export Program (LEP) created a program to educate consumers about fresh beef and Indian Buffalo Meat (IBM) as well as product segmentation in an integrated supply chain for wet market meat kiosks. It aims to raise consumer awareness and defend locally processed Australian fresh beef's market share in the wet markets.

The program included both an online awareness campaign and on-site activities to enhance skills, knowledge, and promotion in traditional and contemporary markets. This programme focuses on the West Java region because it is the largest centre of beef consumption (net consumer) in Indonesia and one of locations for Australia's imported beef cattle feedlots.

This pilot project is anticipated to provide stakeholders with valuable insights, particularly regarding the marketing and promotion of fresh beef on the Indonesian market.

Objectives

The objectives of the program are:

- Conduct an education programs for consumer to raise consumer awareness of the quality and benefits of locally processed Australian fresh beef. This program may raise consumer knowledge and attitudes, but it has not been able to alter their behaviour due to its very short duration.
- To provide program partners with the information, skills, and tools necessary to promote fresh beef in wet market environment. Unfortunately, this program was held in unsuitable season, which is the issues of FMD and feast day related to culture and tradition, and so this program less than optimal.
- To provide recommendations for future program on "fresh beef".

Methodology

- In collaboration with 2 beef cattle fattening companies that have integrated supply chains, PT. Citra Agro Buana Semesta (Bandung) and PT. Dilar Lintas Raya (Tasikmalaya).
- Conducting an assessment with PT. Citra Agro Buana Semesta (Bandung) and PT. Dilar Lintas Raya (Tasikmalaya) to determine which meat kiosk in wet markets and modern meat shops that will receive the "Champion Sellers" title from the program.
- In collaboration with meat kiosk who incorporated feedlots in wet markets and contemporary meat shops.
- raising consumer awareness through webinars, cooking demos, and social media campaigns.
- Enhancing butchering skills through a butchering demonstration
- Product segmentation, marketing, and promotion of fresh meat at a kiosk or shop utilising personal protective equipment, display products, and promotional tools.
- Observation via collecting of sales data
- Evaluate using qualitative and quantitative techniques, such as surveys, interviews, observations, and social media analysis. In addition, administering pre- and post-tests to see how participant's knowledge, attitudes, and behaviours have improved.

Results/key findings

All programs and activities carried out in this pilot project have had a positive impact and changed the knowledge and attitudes of the target audience regarding locally processed Australian fresh beef. However, because the intervention is new and the implementation time is relatively short (6 months), changes in the behaviour of the target audience have not been seen. Most of the activities and interventions carried out have not used approaches that are appropriate to field conditions and the needs of the target audience. Such as the conditions and needs of wet markets are different from the conditions and needs of modern markets, so different approaches and interventions are needed. The inaccurate timing of program implementation due to the Covid-19 pandemic, the issue of Foot and Mouth Disease, as well as the special time that some people believe not to hold celebrations has caused low beef consumption and made this program less than optimal.

Social media campaigns should be able to reach a wider audience but they also need consistency and sustainability. In addition, there is a need for paid content strategies such as using influencers or KOL and optimizing paid advertisements to reach a wider audience.

Benefits to industry

This programme has demonstrated that beef management and processing have changed as a result of facilities inovation, infrastructure, and technologies. On a larger scale, these developments will have an effect on the demand (consumption pattern) for locally processed Australian fresh beef in Indonesia.

Future research and recommendations

Based on the results of this project, further development and intervention with longer duration and continuous implementation are needed. In addition, the approach strategy with local wisdom and according to the needs of each beneficiary becomes important. The recommendations for further recommendations are as follows:

- Increase loyalty to fresh beef from locally processed Australian cattle in Indonesia by collaborating with the F&B industry as the main target in the wet market with a co-branding and co-marketing approach.
- Increase knowledge regarding the selection and use of beef in household consumers as the main target in the modern market with a local cuisine approach through sustainable cooking demonstration activities.
- Increase knowledge of Indonesian meat language and local meat-cutting approaches for sales optimization.
- Continuing Product Segmentation program, Marketing, and Promotion of fresh beef with different approaches between wet markets and modern markets.
- Increase engagement in digital media "Daging Sapi Kita" to reach a wider audience by collaborating with Key Opinion Leaders (KOL) and paid media.
- Clarifying the message of "Daging Sapi Kita" program by bringing Australia intensely.

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1. Background

Since the introduction of Indian Buffalo Meat (IBM) in 2016, the demand for locally processed Australian fresh beef in the wet market has decreased significantly. The market share of fresh beef sales (slaughtering BX cattle and local cattle) in Indonesia declined from 58.41% per day in 2015 to 33.94% per day in 2019, according to study by Daud and Firmansyah (2019). This situation occurred because the market share of Indian Buffalo Meat (IBM) sales increased from 0% in 2015 to 32.80% per day in 2019. According to Meat & Livestock Australia (MLA) investigations, Indian Buffalo Meat (IBM) and fresh beef have been mixed in wet markets, which has contributed to a decline in sales.

Looking into the issue, Livestock Export Program (LEP) created a program that can educate consumers about fresh beef and Indian Buffalo Meat (IBM) and product segmentation in an integrated supply chain for meat sellers in the wet market. It aims to increase consumer awareness and defend the market share of Australian fresh beef in the wet markets. This pilot project is expected to provide insights for stakeholders, especially in marketing and promoting fresh beef in the Indonesian market. Is this program worth continuing to a larger scope for LEP to make a change?

This program focuses on the West Java region because it is the largest centre of beef consumption (net consumer) in Indonesia and one of Australia's locations for rearing imported beef cattle. In 2021, the per capita beef consumption in Bandung is 0.100 kilograms per month (BPS, 2021). Meanwhile, per capita beef consumption in Tasikmalaya is 0.084 kg per month (BPS, 2021). According to the Food Security and Animal Husbandry Service (DKPP, 2022), 84,200 heads of cattle were slaughtered, of which 65 percent, or 54,986 heads, were Australian cattle. Taking into account the long-established integrated supply chain partners in each city, Tasikmalaya and Bandung were selected as the programme locations. The campaign targets beef consumers in Tasikmalaya and Bandung as well as two integrated supply chains related to wet markets and modern markets.

The program is focused on market development, increasing the market share of Australian fresh beef, and supporting profitable businesses for the cattle industry. As the request from LiveCorp, LEP created a program that aims of reducing several risks which are: (a) cheating by meat sellers, (b) poor product quality, (c) misconduct of target consumers (incompatible with the group of consumers who buy frozen meat or fresh meat) and (d) unintended attention on stunning.

2. Objectives

The objectives of the program are:
- Conduct an education program for consumers to increase consumer awareness of the quality/benefit of locally processed Australian fresh beef.
- To provide program partners with skill, tools, and knowledge about how to promote fresh beef in a wet market environment.
- To provide recommendations for future program on "fresh beef".

3. Methodology

3.1. Pre-Program dan Program Methodology

Based on the Term of Reference and the agreed W.IPG.2202 program contract, the methods of implementing the program are as follows:

Table 1. Pre-Program dan Program Methodology

Pre-Program	Program

● Conducting an assessment with PT. Citra Agro Buana Semesta (Bandung) and PT. Dilar Lintas Raya (Tasikmalaya) to determine which meat kiosk in wet markets and modern meat shops that will receive the "Champion Sellers" title from the program.
● Choosing kiosks and shops to become "Champion Sellers" which are:
  ○ 5 kiosks in Tasikmalaya's wet market
  ○ 1 meat shop in Tasikmalaya
  ○ 2 kiosks in Bandung's wet market
  ○ 1 meat shop in Bandung
● Create designs for the production of equipment, including Personal Protective Equipment, Display Products, and Promotional Tools.
	1. Cooperate with meat sellers who are integrated with feedlots at meat kiosks in the wet market and the modern meat shop.
	  ● Develop beef safety in kiosks/shops and improve meat quality by:
	    ○ Personal Protective Equipment, Display Products, and Promotional Tools are provided for sellers in meat kiosks and meat shop.
	    ○ Butchering demo for meat sellers in the market according to standards.
	  ● Product segmentation, marketing, and promotion of fresh beef in meat kiosks:
	    ○ Personal Protective Equipment, Display Products, and Promotional Tools will be provided to sellers in meat kiosks and meat shop.
	    ○ Different display areas and price tags for fresh beef.
	    ○ Posters and flag chains with information about the benefits and differences of real fresh beef.
	    ○ Collect sales information and consumer surveys to study and evaluate the influence on sales of fresh beef.
	2. Consumer awareness programs through several activities which are:
	  ● Cooking Demo
	  ● Social Media Campaign:
	    ○ Collaborate with influencers/key opinion leaders on social media campaigns
	    ○ Digital content on Instagram,

	Facebook, YouTube, podcasts, and also webinars. ● Conduct further surveys to study and evaluate consumer preferences for fresh beef.

3.2. Evaluation Methodology

Based on the activities that have been implemented, the following are the evaluation methods for the implementation of the program:

Table 2. Evaluation Methodology

Aspects	Target			
	Event Participant	**Owner & Employee**	**Beef Consumer**	**Social Media Followers**
Location	Depends on the event location	- Tasikmalaya Wet and Modern Market - Bandung Wet and Modern Market		"Daging Sapi Kita" Social Media
Methods	Mix Method	Qualitative	Mix Method	Mix Method
Tools/ Technique	- Survey - Interview - Observation - Documentation	- Interview - Observation - Documentation	- Survey - Interview - Observation - Documentation	- Interview - Social Media Software Analysis
Sampling	Purposive Sampling			
Total of Sample	Depends on the event participants	Depends on the owner per each stall	- 200 respondents/ wet market - 200 respondents/ modern market - 4 informants/ cities	
Analysis	- Quantitative: Descriptive Analysis/Non-parametric Analysis - Qualitative: Clustering/Coding Analysis			

4. Results and Discussion

The "Daging Sapi Kita" program has been implemented from June to November 2022. This program's implementation evaluation is separated into three phases: pre-campaign, campaign, and post-campaign, with the following actions in each phase:

PRE CAMPAIGN	CAMPAIGN	POST CAMPAIGN
– Consumer Profiling	– Social Media Campaign	– KAP / Impact Study
– Consumer Behaviour	– Event (webinar, cooking & butchering demo)	– Social Media Engagement
	– Product Segmentation	– Sales Report
	– Sales Monitoring	
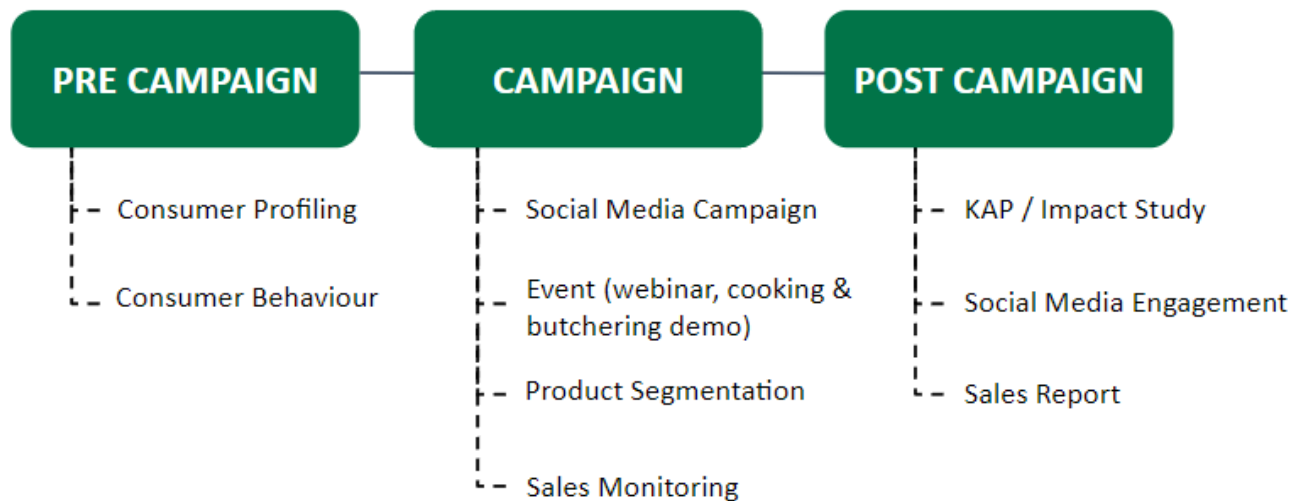
4.1. General Overview

General overview explains about general conditions including social and economic in the program's region. General overview is supporting information in the program implementation.

A. Tasikmalaya

The Tasikmalaya district is one of West Java's districts. In 2021, it had a population of 731,606 with a per capita expenditure of IDR 7,829,000. (BPS, 2021). The number of cattle slaughtered in 2022 is 1,813 heads, with the Australian cow slaughter accounting for 1,676 heads (West Java DKPP, 2022). Pasar Cikurubuk is one of the commercial centres. Pasar Cikurubuk is the largest wet market in Tasikmalaya and the district's greatest economic and commercial hub, even in the East Priangan region.

B. Bandung

Bandung city is one of West Java's cities. According to data from Badan Pusat Statistik, Bandung's population in 2021 is 2,452,943, and its per capita expenditure is Rp16,996,000 (BPS, 2021). The number of cows slaughtered in 2022 is 6,075 heads, with Australia accounting for as many as 4,973 heads. Pasar Induk Gede Bage and Pasar Induk Caringin are two of the marketplaces. Each of the two is the largest central market in the city of Bandung and one of the city's economic hubs.

Therefore, this program is focused on the West Java region, namely the City of Tasikmalaya and the City of Bandung since these areas are the largest centers for beef consumption (nett consumer) in Indonesia and one of the centers for imported Australian beef cattle feedlots. This program targets two integrated supply chains connected to modern markets and wet markets as well as consumers in Tasikmalaya and Bandung.

4.2. Consumer Awareness Program

Consumer awareness campaign is a program designed to raise Indonesian consumers' awareness of the quality of locally processed Australian fesh beef. India Buffalo Meat (IBM), which is less expensive than other varieties of beef, is one of the meat alternative available to consumers today. Nonetheless, the public is unaware of the distinctions between IBM and locally processed Australian fresh beef. The consumer awareness initiative will therefore give the public with information and knowledge on the quality of locally processed Australian beef. The following will be carried out as part of this program:

1. *Webinar*
2. *Cooking Demo*
3. *Social Media Campaign*

4.2.1   Webinar

This webinar is part of the Consumer Awareness Program. The purpose of the webinar is to educate the audience in order to raise awareness about locally processed Australian fresh beef that is prepared locally in Indonesia. In addition, this webinar is a medium for teaching and the dissemination of information on trading arrangements and processes ranging from Australian cows to community cuisine.

This webinar was conducted 2 times with different topics but of course interesting and needed by the community. The results and achievements of this webinar are as follows:

Table 3. Webinar Achievements

Webinar Topics	KPI (participants)	Maximum Achievements (participants)	%	Channel
Webinar 1 "Benefits of Beef for Women and Pregnant Women to Increase Immunity and Overcome Anemia"	100	102	102%	- Zoom Meeting - YouTube Streaming
Webinar 2 "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method"	100	160	160%	- Zoom Meeting - YouTube Streaming

A. Webinar 1

The first webinar was held on Friday, June 17, 2022 at 13.30-15.00 WIB using the Zoom Meeting platform and YouTube Streaming. The event had a total of 102 participants with a comparison of men and women as follows:

44,6%
45 person

55,4%
56 person

■ Male   ■ Female
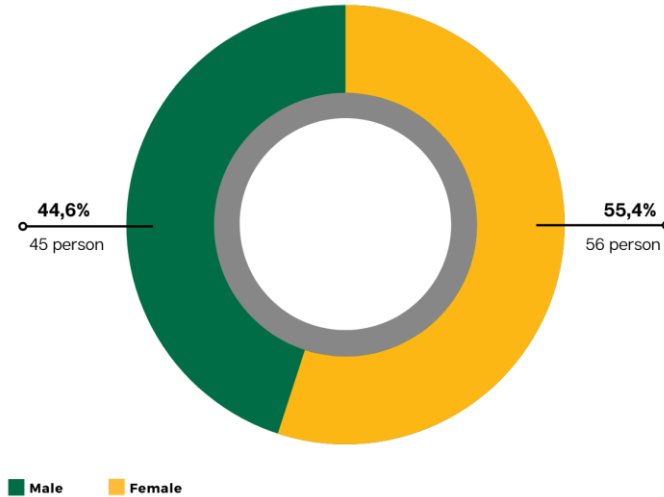
The theme in this webinar is "Benefits of Beef for Women and Pregnant Women to Increase Immunity and Overcome Anemia" with speakers Khairizka Citra Palupi (Nutritionist and Nutritionist Influencer) and Trysna Satrya (Business Development Manager Healthy Beef). This webinar aims to:

1) Providing information on the importance of preventing anemia in adolescents and pregnant women to reduce stunting rates.
2) Provide information about the importance of consuming red meat as an effort to prevent anemia.
3) Provides information on how red meat can be a solution to prevent anemia.
4) The media discussed between the audience and the speakers about anemia and red meat consumption.
5) Providing information on the quality of fresh beef and the supply chain of locally processed Australian fresh beef.

● **Evaluation Respondent Profile - Webinar 1**

Several people participated in the pre-test and post-test as a kind of evaluation before and after the webinar. The following are the profiles of responders who completed both tests:

Table 4. Evaluation Respondent Profile - Webinar 1

	%	Base
Age		
18-29 years old	87	20
30-39 years old	9	2

40-49 years old	4	1
>50 years old	0	0
Sex		
Female	78	18
Male	22	5
Employment		
Student	70	16
Private employee	9	2
Entrepreneur	9	2
State employees	4	1
Household	4	1
Other	4	1
Marital Status		
Unmarried	83	19
Married	17	4
Total Base		**23**

● **Activity Evaluation - Webinar 1**

Evaluation of activities carried out with pre-test and post-test to webinar participants. The pre-test and post-test contain tests of participants' knowledge, attitude, and practise; the pre-test and post-test results are then subjected to a Paired Sample T-Test (Chi Square Test). Here are the results of the Paired Sample T-Test for the first webinar's pre-test and post-test:

Table 5. Paired Sampel T-Test (Chi Square Test) Pre-Test and Post-Test Webinar 1

Knowledge	Attitude	Practice
0.008**	**0.308***	**0.003****

Description of the evaluation results

- **If the significance value > 0,05***, there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the webinar had no significant impact.

Based on the pre-test and post-test regarding the knowledge, attitude, and practice of webinar participants 1 using the Paired Sample T-Test (Chi Square Test), the following results were obtained:

1) There is a significant impact in the knowledge of participants after participating in the webinar.
2) There is no significant impact in the attitude of participants after participating in the webinar.
3) There is a significant impact in practice after participating in a webinar.

Conclusion:

The first webinar was **able to improve participants' knowledge and practice**, but **did not change their attitude** because participants had confidence that iron nutrition was not only obtained from meat consumption, but from iron supplements so as to make the attitudes of the majority of participants unchanged. Even so, the participants continued to consume meat because of its beneficial value.

In addition, there is also an assessment of the event which is carried out based on observations during the event as follows:

Table 6. Webinar Analysis

Speakers	Khairizka Citra Palupi	Trysna Satrya (Healthy Beef)
Material	The role of beef to prevent anemia in pregnant women	The process of beef from farm to table and the quality of beef
Submission	- The language used is scientifically popular. - Casual communication style. - Sufficient duration (20 minutes 51 seconds).	- The language used is scientifically popular. - Casual communication style. - Short duration (4 minutes 10 seconds).
Response	- In the first session, there were 8 questions from 5 participants. - The majority of participants inquired about anemia from a health standpoint, as opposed to its association with beef. This demonstrates that the fundamental message has not been effectively conveyed, given that the question concerns the health sector.	- In the first session, there were 5 questions from 5 participants. - The majority of participants inquired about fresh beef. This shows that the core point is well communicated, despite the rapid pace of delivery.

- **Suggestions and Comments - Webinar 1**
  The suggestions and comments of participants related to the webinar are as follows:

  "The offered information is intriguing! The show is also awesome! Hopefully, in the future, there will not be simply one or two speakers, but more presenters with even more engaging information." (Female, 22 years old, Student)

  "The event has been good, it's just that there are not many participants. Maybe in the future it can take advantage of meat-focused organizations to disseminate information and invite specialized medical practitioners to be speakers." (Male, 35 years old, Private employee)

- **Webinar Article Publications - Webinar 1**
  Articles about webinar 1 have been published on online news portals in the form of summaries of material presented by the two speakers during the webinar. Here's the article link:

  https://cianjurpedia.pikiran-rakyat.com/kesehatan/pr-1034944994/cegah-anemia-dengan-konsumsi-daging-sapi-ini-hal-yang-harus-diperhatikan-menurut-ahli-gizi

B. Webinar 2
The second webinar was held on Friday, July 1, 2022 at 14.00-15.30 WIB using the Zoom Meeting platform and YouTube Streaming. The event had a total of 160 participants with a comparison of men and women as follows:
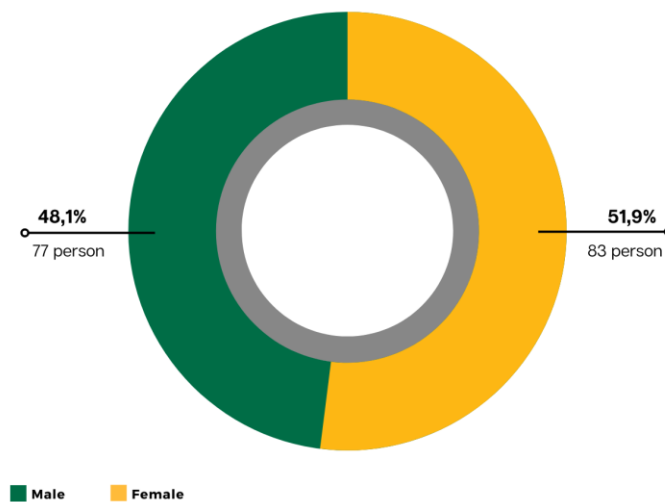
The theme in this webinar is "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method" with speakers Chef Norman Ismail (Celebrity Chef) and Juan Dylan Ramadhan (Stakeholder 'Daging Sapi Kita', President Director of PT. Dilar Lintas Raya). This webinar aims to:

1) Provide information regarding selecting, storing, and processing fresh beef with the right method.
2) The media facilitated a discussion between the audience and the presenters regarding tips selecting, storing, and processing fresh beef at home.
3) Providing information on the quality of fresh beef and the supply chain of locally processed Australian fresh beef.
4) Providing information about FMD-free fresh beef.

- **Evaluation Respondent Profile - Webinar 2**
  Several people participated in the pre-test and post-test as a kind of evaluation before and after the webinar. The following are the profiles of responders who completed both tests:

Table 7. Evaluation Respondent Profile - Webinar 2

	%	Base
Age		
18-29 years old	62	16
30-39 years old	19	5
40-49 years old	15	4
>50 years old	4	1
Sex		
Female	65	17
Male	35	9
Employment		
Student	50	13
Other	23	6
State employees	12	3
Private employee	12	3
Entrepreneur	4	1
Marital Status		
Unmarried	65	17
Married	35	9
Total Base		26

- **Activity Evaluation - Webinar 2**

Evaluation of activities carried out with pre-test and post-test to webinar participants. The pre-test and post-test contain tests of participants' knowledge, attitude, and practise; the pre-test and post-test results are then subjected to a Paired Sample T-Test (Chi Square Test). Here are the results of the Paired Sample T-Test for the second webinar's pre-test and post-test:

Table 8. Paired Sampel T-Test (Chi Square Test) Pre-Test and Post-Test Webinar 2

Knowledge	Attitude	Practice
0.039**	0.015**	0.478*

Description of the evaluation results

- **If the significance value > 0,05***, there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the webinar had no significant impact.
- **If the significance value < 0,05****, there is an average difference between the Pre-Test and Post-Test scores, indicating that the webinar had a significant impact.

Based on the pre-test and post-test regarding the knowledge, attitude, and practice of webinar participants 2 using the Paired Sample T-Test (Chi Square Test), the following results were obtained:

1) There is a significant impact in the knowledge of participants after participating in the webinar.
2) There is a significant impact in the attitude of participants after participating in the webinar.
3) There is no significant impact in the practice of participants after participating in the webinar

Conclusion:

The second webinar **was able to improve participants' knowledge and attitudes**, but **was unable to influence their practices** due to the constraints of cooking ware in their application.

In addition, an evaluation of the event is conducted based on observations made during the event as follows:

Table 9. Webinar Analysis 2

Speakers	Juan Dylan Ramadhan	Norman Ismail
Material	Supply chain and the goodness of locally processed Australian fresh beef	Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method

Submission	- The language used colloquially. - Casual communication style - Sufficient duration (23 minutes 7 seconds).	- The language used colloquially. - Casual communication style - Durasi cukup (34 minutes 52 seconds).
Respon	- In the first session, there were 8 questions from 5 participants - The majority of participants inquired about the fresh beef supply chain in Indonesia. This indicates that the primary message is effectively conveyed.	- In the first session, there were 8 questions from 7 participants - The majority of participants inquired about selecting and preparing beef. This indicates that the primary message is effectively conveyed.

- **Suggestions and Comments - Webinar 2**
  The suggestions and comments of participants related to the webinar are as follows:

  "In terms of the speaker, it has been good to make me understand more. However, in terms of facilities, this webinar does not provide e-certificates, which is unfortunate. Hopefully in the future the committee can provide e-certificates that can be useful for us students." (Female, 19 years old, Student).

  "No negative comments from me, everything is already good. Especially seeing the many active participants just now, I didn't expect to be given the opportunity to ask Chef Norman directly, I am grateful." (Male, 24 years old, Private employee).

- **Webinar Article Publications - Webinar 2**
  Articles about webinar 2 have been published on online news portals in the form of summaries of material presented by the two speakers during the webinar. Here's the article link:

  https://cianjurpedia.pikiran-rakyat.com/gaya-hidup/pr-1035128226/tips-memilih-menyimpan-dan-mengolah-daging-sapi-segar-dengan-metode-yang-tepat-ala-chef-norman

4.2.2   Cooking Demo

The cooking demonstration is a part of the Consumer Awareness Program. The purpose of the cooking demonstration was to raise public awareness of locally processed Australian fresh beef through media advertising. In addition, this cooking demonstration includes co-branding and co-marketing initiatives for the participating meat kiosk and restaurant. Masterchef Indonesia finalists were presented to lead this cooking demonstration. Chef explained how to prepare dishes with locally processed Australian fresh beef.

This cooking demonstration was done twice with various menus and chefs, but it was both entertaining and necessary for the audience. The following are the findings and accomplishments of this cooking demonstration:

Table 10. Cooking Demo Achievements

Activity	KPI (person)	Achievement (person)	%
Cooking Demo 1 Tasikmalaya	30	30	100%
Cooking Demo 2 Bandung	30	32	107%

The aims of this cooking demo are:
1) Increase consumer awareness about locally processed Australian fresh beef.
2) Increasing consumer preferences for purchasing fresh beef.
3) Co-Branding and Co-Marketing of partner beef products.

A. Cooking Demo 1 (Tasikmalaya)

The first cooking demo was held on Sunday, 7th August 2022 at 09.00 WIB located at the Pull & Shot Restaurant, Tasikmalaya. The event had a total of 30 participants with the ratio of men and women as follows:
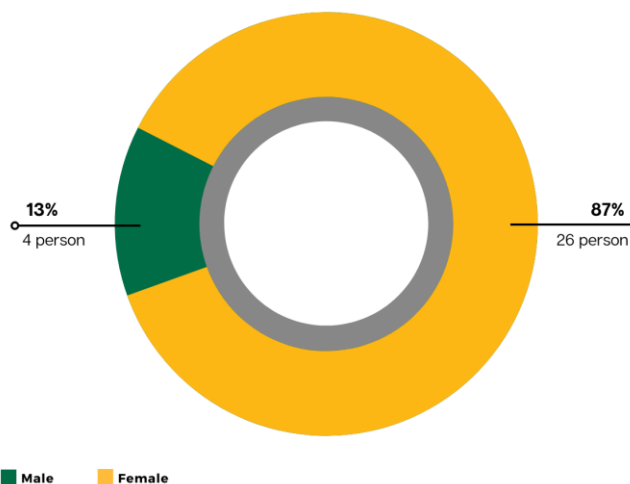
Chef Wita Wulandari (MasterChef Indonesia Season 8) demonstrated a cuisine consisting of beef steak with Chimichurri sauce, french fries, and salad. The chef used fresh sirloin from Kedai Fresh Mama Ina, one of the participating meat shops in this program.

● **Profile Evaluation Respondent - Cooking Demo 1**
Several people participated in the pre-test and post-test as a kind of evaluation before and after the cooking demo. The following are the profiles of responders who completed both tests:

Table 11. Profile Evaluation Respondent - Cooking Demo 1

	%	Base
Age		
18-29 years old	15	2
30-39 years old	47	6
40-49 years old	23	3
>50 years old	15	2
Gender		
Female	77	10
Male	23	3
Employment		
Household	46	6
Entrepreneur	30	4
Private Employee	8	1
College student	8	1
Others	8	1
Total Base		**13**

● **Event Evaluation - Cooking Demo 1**
Evaluation of activities carried out with pre-test and post-test on cooking demo participants. The pre-test and post-test contain tests of participants' knowledge, attitude, and practise; the pre-test and post-test results are then subjected to a Paired Sample T-Test (Chi Square Test). Here are the results of the Paired Sample T-Test for the first cooking demo's pre-test and post-test:

Table 12. Result of pre-test and post-test Paired Sample T-test Cooking Demo 1

Knowledge	Atittude	Behavior
0,014**	**0,022****	**0,032****

Evaluation result notes:

- **If the significance value is > 0.05*,** there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the cooking demo had no

Based on the pre-test and post-test related to the knowledge, attitudes, and behavior of the participants in the cooking demo 2 (Bandung) using the Paired Sample T-test (Chi Square Test), the following results were obtained:

1) There was a significant impact on the participants' knowledge after participating in the cooking demo.
2) There was a significant impact on the participants' attitude after participating in the cooking demo.
3) There was a significant impact on the participants' behavior after participating in the cooking demo.

Conclusion:

The cooking demo in Tasikmalaya **was able to improve participants' knowledge, attitude, and behavior.** This can be seen after participating in the cooking demo, the participants know that "Daging Sapi Kita" is the organizer of the event. In terms of attitude, the majority of participants were increasingly convinced about the correct cooking methods and techniques in cooking steaks. In terms of behavior, the majority of participants will attempt to purchase locally processed Australian fresh beef in order to prepare steaks at home according to the chef's instructions.

In addition, there is also an assessment of the event carried out using a scale of 1-10 as follows:

Table 13. Event Assessment Result

Question	Scale	Score
The entire cooking demo	1 (Very Bad) - 10 (Very Good)	9,00
Quality of beef	1 (Very Bad) - 10 (Very Good)	9,08
Chef capability in cooking	1 (Very Incompetence) - 10 (Very Competence)	9,23
Material delivery clarity in cooking demo	1 (Very Unclear) - 10 (Very Clear)	8,92
Event organizer in cooking demo	1 (Very Bad) - 10 (Very Good)	9,00
Cooking demo venue	1 (Very Uncomfortable) - 10 (Very Comfortable)	8,77
Average Score		**9,00**

Conclusion:

Overall, the cooking demo in Tasikmalaya was good. However, the space is inconvenient due to restricted movement, especially when cooking.

● **Suggestion and Comment - Cooking Demo 1**

"Overall, this cooking demo was good. We hope that in the future there will be more events like this with other menu and even cooler chefs." (Female, 29 years old, Household)

"The event was really good, they have welcoming dish, the steak was delicious, the masterchef was also invited, and the MC was quite exciting. A little suggestion, maybe in the future a more flexible place can be provided so that the participants can be more flexible in moving when they are doing a cooking demonstration." (Men, 35 years old, Entrepreneur)

B. **Cooking Demo 2 (Bandung)**

The second cooking demo was held on Tuesday, 23rd August 2022 at 08.30 WIB located at the It's Nice to Meat You Restaurant, Bandung. The event had a total of 32 participants with the ratio of men and Female as follows:

3%
1 person

97%
31 person

■ Male ■ Female
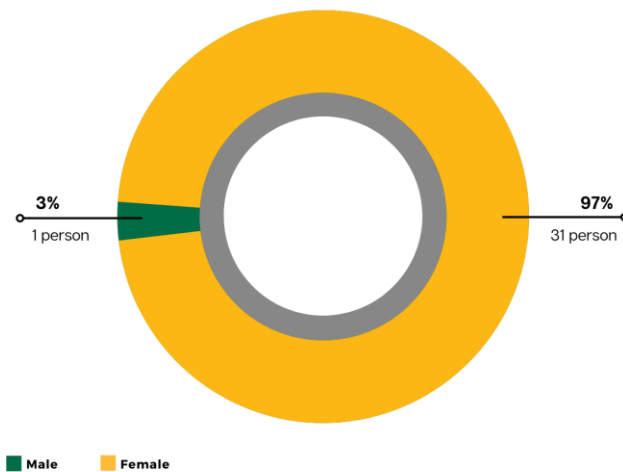
Chef Seto Nurseto (MasterChef Indonesia Season 8) demonstrated a cuisine consisting of Beef Steak with Maranggi Sauce with additional sweet potato and salsa. The chef used fresh sirloin from Agro Meat Shop, one of the participating meat shops in this program.

● **Profile Evaluation Respondent - Cooking Demo 2**

Several people participated in the pre-test and post-test as a kind of evaluation before and after the cooking demo. The following are the profiles of responders who completed both tests:

Table 14. Profile Evaluation Respondent - Cooking Demo 2

	%	Base
Age		
18-29 year	4	1

30-39 year	7	2
40-49 year	70	19
>50 year	19	5
Gender		
Female	96	26
Male	4	1
Employment		
Household	86	23
Private Employee	7	2
Others	7	2
Total Base		**27**

- **Event Evaluation - Cooking Demo 2**

Evaluation of activities carried out with pre-test and post-test on cooking demo participants. The pre-test and post-test contain tests of participants' knowledge, attitude, and practise; the pre-test and post-test results are then subjected to a Paired Sample T-Test (Chi Square Test). Here are the results of the Paired Sample T-Test for the second cooking demo's pre-test and post-test:

Table 15. Result of pre-test and post-test Paired Sample T-test Cooking Demo 2

Knowledge	Attitude	Behavior
0,769*	0,398*	0,020**

Evaluation result notes:

- **If the significance value is > 0.05*,** there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the cooking demo had no significant impact.
- **If the significance value is <0.05**,** there is an average difference between the Pre-Test and Post-Test scores, indicating that the cooking demo had a significant impact.

Based on the pre-test and post-test related to the knowledge, attitudes, and behavior of the participants in the cooking demo 2 (Bandung) using the Paired Sample T-test (Chi Square Test), the following results were obtained:

1) There was not a significant impact on the participants' knowledge after participating in the cooking demo.

2) There was not a significant impact on the participants' attitude after participating in the cooking demo.
3) There was a significant impact on the participants' behavior after participating in the cooking demo.

Conclusion:

The cooking demo in Bandung **was able to encourage the participants' behavior**, but **not their knowledge and attitudes, because the participants were from the upper middle class and already had good knowledge and attitudes**, such as knowing the term level of doneness in cooking steaks and the perception that determining the level of doneness before grilling a steak is the thing that should be done. After participating in the cooking demonstration, the majority of participants will purchase locally processed Australian fresh beef and utilize the information presented in the demonstration because they wish to cook locally processed Australian fresh beef using the chef's offered recipe.

In addition, there is also an assessment of the event carried out using a scale of 1-10 as follows:

Table 16. Event Assessment Result

Question	Scale	Score
The entire cooking demo	1 (Very Bad) - 10 (Very Good)	8,96
Quality of beef	1 (Very Bad) - 10 (Very Good)	9,44
Chef capability in cooking	1 (Very Incompetence) - 10 (Very Competence)	9,48
Material delivery clarity in cooking demo	1 (Very Unclear) - 10 (Very Clear)	9.52
Event organizer in cooking demo	1 (Very Bad) - 10 (Very Good)	9,44
Cooking demo venue	1 (Very Uncomfortable) - 10 (Very Comfortable)	9,48
Average Score		**9,39**

Conclusion:
Overall, the cooking demo in Bandung was good because every aspect was up to standard.

● **Suggestion and Comment - Cooking Demo 2**
"This program is very interesting, because apart from being entertaining it also provides a lot of knowledge in cooking beef. a little suggestion, maybe it's better in the future to be limited to 3 people at 1 table, so that when cooking is more flexible." (Female, 45 years old, Household)

"The event is good, please often make content about how to cook ya" (Female, 40 years old, Entrepreneur)

4.2.3   Social Media Campaign

The program for consumer awareness includes a social media campaign. The purpose of this campaign was to educate the public in order to raise their awareness of locally processed Australian fresh beef. In addition, this social media campaign is one of the channels with the greatest audience reach for education and information dissemination.

- **Campaign Implementation**

    Every month for six months, "Daging Sapi Kita" social media creates one digital content (such as a short video, poster, or interview) as well as one podcast by inviting social media influencers/celebrities/KOL. The following information describes the uploaded content:

Table 17. Social Media Campaign Implementation

Facebook	
Month	**Upload**
June	Did You Know Australian Cattle Breed
	Food Safety Standard
	Foot and Mouth Disease
	"Daging Sapi Kita" (DSK) Grand Launching
	Podcast #1 Indonesia - Australia Beef Industry
	Webinar I "Benefits of Beef for Women and Pregnant Women to Increase Immunity and Overcome Anemia"
	Beef Contains Important Micronutrients Especially Iron
	Let's Eat More Beef
	Webinar II "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method"
	Nutrition inside Beef
July	Tips for Qurban in FMD Situations
	Podcast #2 The Quality of Beef
	Parts and Types of Beef
	Nusantara Cuisine and Beef Section
	How to Choose Fresh Beef

August	How to Choose Good Beef
September	Podcast #4 How to Process Easy and Simple Beef at Home
Instagram	
June	Did You Know Australian Cattle Breed
	Food Safety Standard
	Foot and Mouth Disease
	""Daging Sapi Kita"" (DSK) Grand Launching
	Podcast #1 Indonesia - Australia Beef Industry
	Webinar I "Benefits of Beef for Women and Pregnant Women to Increase Immunity and Overcome Anemia"
	Beef Contains Important Micronutrients Especially Iron
	Let's Eat More Beef
	Webinar II "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method"
	Beef Nutrition
July	Tips for Sacrificial Worship in FMD Situations
	Podcast #2 The Quality of Beef
	Parts and Types of Beef
	Nusantara Cuisine and Beef Section
	How to Choose Fresh Beef
August	How to Choose Good Beef
	DSK Grand Lauching Video Activity
	Simple Beef Cuisine and the Beef Used
	Simple Tools and Ingredients for Cooking Bulgogi
	August Promo

September	Podcast #4 How to Process Easy and Simple Beef at Home
November	How to Process Beef for Restaurant Menus
	Cooking Demo Documentation
	Tasik Butchering Documentation
	Podcast #6 Beef Cattle Business from Livestock to Restaurants
YouTube	
June	Introduce "Daging Sapi Kita"
	Podcast #1 Indonesia-Australia Beef Industry
	"Daging Sapi Kita" Webinar #1
	"Daging Sapi Kita" Webinar #2
July	"Daging Sapi Kita" Webinar #2
	THE QUALITY OF BEEF FROM THE POINT OF A NUTRITIONIST | MARIA ELEONORA ANGELINA, S.TP - NUTRITIONIST
August	HOW TO SELECT BEEF FROM POINT OF VIEW RPH PPU BEEF PRODUCER | ZAENAL ARIFIN - PPU
September	EASY AND SIMPLE TRICKS TO PROCESS BEEF AT HOME | DHILA SINA - HOMECOOKING INFLUENCER
November	HOW TO PROCESS BEEF FOR RESTO MENU | CHEF RIZVI YUDIS & HANDI AULIA - AGRO MEAT SHOP
	BEEF CATTLE BUSINESS FROM LIVESTOCK TO RESTAURANTS | JUAN DYLAN - PRESIDENT DIRECTOR PT DILAR LINTAS RAYA

According to the figures presented above, "Daging Sapi Kita" Instagram accounts publish 25 posts. In contrast, there are 17 posts on the Facebook page and 10 videos on the YouTube channel.

● **Campaign Evaluation**

After conducting campaigns through various platforms for 6 months, monthly monitoring and evaluation is carried out to see follower performance, engagement rate performance, best performing month, and best post using social media analytic tools. In addition, interviews were also conducted with followers and experts to see responses and perceptions related to the campaign. Based on the analytic tool and interviews, the following results were obtained:

● **Social Media Analysis**

1) **Followers Performance**

Table 18. Number of Followers Analysis Result of "Daging Sapi Kita" Social Media

Month	Instagram	Youtube	Facebook
June	271	14	2
July	260	16	2
August	265	17	2
September	274	17	3
Oktober	274	17	3
November	**331**	**24**	**4**

According to the results of the analysis of "Daging Sapi Kita" social media followers, there was a 55-follower rise in Instagram followers in November compared to other months. This occurred as a result of cooperation content with KOL. This shows that KOL activation has a wider impact and reach. In November, there was a significant increase of seven subscribers on YouTube, however there were no noteworthy monthly changes on Facebook. The trend and engagement rate of "Daging Sapi Kita" social media indicate that the primary audience for this campaign is comprised of SME business owners, as indicated by the findings.

2) **Engagement Rate Performance**

Table 19. Engagement Rate Performance Analysis Result of "Daging Sapi Kita" Social Media

Month	Instagram	Youtube	Facebook
June	13.62%	8.96%	24.62%
July	36.26%	18.66%	21.43%
August	6.86%	15.22%	33.33%
September	**19.52%**	**43.62%**	**50.00%**
Oktober	0.00%	0.00%	0.00%
November	8.27%	30.03%	0.00%

Based on the table above, the highest engagement on each platform was in September. This occurs because KOL is utilized in every upload. It means that KOL activation has a big influence and results in increased engagement. Instagram got a performance of 19.52 percent, then Youtube experienced a significant increase of 43.62 percent, up to Facebook with a performance of 50 percent which was higher than the previous month.

3) Best Performing Month

Table 20. Analysis Result of "Daging Sapi Kita" Social Media

Month	Engagement Rate *combined on all platforms
June	5.30%
July	18.68%
August	8.55%
September	**31.45%**
Oktober	0.00%
November	7.68%

Based on the results of "Daging Sapi Kita" social media analysis, September has the best social media performance based on the engagement rate. This also happened because of KOL's involvement in the uploads that were made. This data also shows that KOL greatly influences the breadth of post reach, up to almost 4 times compared to the previous month. September got an engagement rate of 31.45 percent.

4) Best Post

Table 21. Best Post Analysis of "Daging Sapi Kita" Social Media

Month	Platform	Title	Engagement Rate
November	Instagram	Beef Cattle Business from Livestock to Restaurants	42.07%
June		Webinar II "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method"	25.97%
June	Youtube	**"Daging Sapi Kita" Webinar #1**	**53.33%**
November		BEEF CATTLE BUSINESS FROM LIVESTOCK TO RESTAURANTS | JUAN DYLAN - PRESIDENT DIRECTOR PT DILAR LINTAS RAYA	44.82%
July	Facebook	Parts and Types of Beef	50.00%
June		Podcast #1 Indonesia - Australia Beef Industry	40.00%

Based on the results of "Daging Sapi Kita" social media analysis, the best uploads during the campaign, educational content related to webinars and video podcasts get higher engagement than infographic content. In addition, it can be seen that business-owner-

specific information tends to have a higher number of views and engagement. It can be concluded that the main audience of this campaign are SME business owners.

● **Evaluation Respondents Profile**

Following are the profiles of the respondents from the social media campaign:

Table 22. Profile of Social Media Campaign Respondents

		Followers	
		Instagram	**Youtube**
Female	20 - 29 years	2	0
Male	20 - 29 years	0	1

		Expert	
		Design	**Communication**
Male	20 - 29 years	1	1

● **Result of Interview with Experts and Followers**

The evaluation of social media was conducted qualitatively by interviewing experts and followers of "Daging Sapi Kita" social media in order to obtain new insights into how to improve the performance of social media.

Table 23. Strengths and Weaknesses of Content, Design, and Medium

Aspects	Strength	Weakness
Content	- Captions have been adjusted - Content has been adapted to the target audience - Popular and competent speaker	- Taglines are hard to find - Less diverse topics - Key messages are not based on locale/custom - Not integrated with offline programs - Low production content by digital vendors
Design	- Consistency of color palette - Diverse content (carousel, reels, and single)	- Design is too much - The design concept is not consistent
Medium	- Medium (Instagram, Facebook, and YouTube) according to the campaign target - Instagram is the best	- The function of each medium is still unclear - There are not many podcast listeners in Indonesia - Youtube's performance

	platform for spreading campaign messages	remains stagnant

- **Suggestion and Comment**

The following are some suggestions and comments found from the interview results:

"Good content, already following the suitability of social media standards (reels). The content is also interesting, they intend to make reels." (Men, 22 years old, Graphic Designer)

"Still need diversity of content, but for now it's fulfilling. For example, cooking together with Tasik people or in Bandung with restaurants" (Men, 29 years old, Communication Specialist Strategy)

"The content is interesting and informative. For ordinary people who don't know how the world of cattle and beef is very useful. The design is also attractive." (Men, 24 years old, Entrepreneur)

"The design is neat, but if you want it neater, you can arrange it in a more sequential order. For example, matching the color tone, making 3 objects in 1 post so that it is more pleasing to the eye and not messy" (Women, 20 years old, College Student)

"It's quite informative, just rarely post. So there's only 1 post at a time and most of it is in the form of feeds, so it's boring" (Women, 24 years old, Freelance)

4.3. Product Segmentation, Marketing, and Promotion of Fresh Beef in Meat Kiosk

The product segmentation, marketing, and promotion of fresh beef in meat kiosk programs are designed to boost the capacity of meat sellers and improve the quality of meat kiosks in wet and modern marketplaces. Moreover, this program aims to increase the promotion of the quality of locally processed Australian fresh beef. The activities carried out in this program include:

1. Butchering Demo
2. Distribution of Personal Protective Equipment, Display Product, and Promotional Tools
3. Collecting and Evaluating Sales Information

4.3.1 Butchering Demo

The butchering demonstration is part of a program to enhance the butchers' skills in the wet market. The purpose of the butchering demonstration was to enlighten meat sellers on the procedure of carcass handling. In this butchering demonstration, experienced butcher experts demonstrated the entire procedure of carcass handling.

This butchering demo was done twice in each city using props in the form of a half carcass. The results of this butchering demo are:

Table 24. Achievements of Butchering Demo

| Activity	KPI (person)	Achievement (person)	%	Activity
Butchering Demo in Tasikmalaya	2	2	100%	carried out 2 times
	40	50	125%	• Session 1 of 26 participants • Session 2 of 24 participants
Butchering Demo in Bandung	2	2	100%	carried out 2 times
	40	45	113%	• Session 1 of 25 participants • Session 2 of 20 participants

The goals in this butchering demo are:
1) Provide information about the importance of maintaining sanitation and hygiene while butchering.
2) Provide information regarding the importance of paying attention to work safety, such as the usage of personal protective equipment and the selection of appropriate tools.
3) Provides information on how to handle carcasses from the beginning to the beef cuts.
4) Providing information on how to maximize the sales value of cuts of beef from the quadriceps, principal cuts of beef, and other sections.
5) Media discuss about butchering along with butchers and informants.

Materials in this butchering demo include:
1) Carcass handling process from start to finish.
2) Hygiene and sanitation when handling carcasses.
3) Occupational safety and beef cuts that have added value.

A. Butchering Demo 1 (Tasikmalaya)

The first butchering demo was held on Saturday, 6 August 2022 at 09:00 - 12:00 WIB at Pasar Cikurubuk, Tasikmalaya. All of them were male (50 participants). Participants in the first butchering demonstration were sellers and kiosk personnel at the Cikurubuk market in Tasikmalaya. This butchering demonstration was presented by Mukhlas Agung Hidayat.
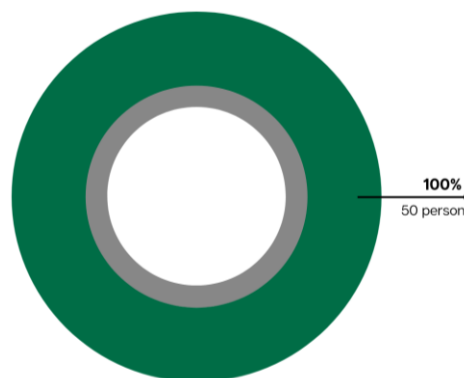
100%
50 person

■ Male

● **Evaluation Respondent Profile - Butchering Demo 1**

Several people participated in the pre-test and post-test as a kind of evaluation before and after the butchering demo. The following are the profiles of responders who completed both tests:

Table 25. Profile of Evaluation Respondents - Butchering Demo 1

	%	Base
Gender		
Female	0	0
Male	100	40
Kiosk Name		
Others (32 LS, Alor, BD, Budi/Elis, H. Jajang, H. Ato, H. Enuh, H. Leni, H. Oos, H. Tina LN, HTA, Ibu Lina, KC, Omay, RK, RK31, RK46, ST dan Yoga)	58	23
IB Beef	8	3
NNG	8	3
PT. Ina LN	8	3
No Name	8	3
DLR	5	2
Reasons to Participate Butchering Demo		
Adding insight	63	23
Fulfill the invitation	20	6
Interested in activities	6	2
Total Base		**50**

● **Activity Evaluation**

Evaluation of activities is carried out by pre-test and post-test on butchering demo participants. The pre-test and post-test contain tests of participants' knowledge, attitude, and practise; the pre-test and post-test results are then subjected to a Paired Sample T-Test (Chi Square Test). Here are the results of the Paired Sample T-Test for the first butchering demo's pre-test and post-test:

Table 26. Paired Sample T-Test (Chi Square Test) of Pre-Test and Post-Test of Butchering Demo 1

Knowledge	Attitude	Behavior
0,045**	0,007**	0,127*

Description of evaluation results

- **If the significance value is > 0.05*,** there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the butchering demo had no significant impact.
- **If the significance value is <0.05**,** there is an average difference between the Pre-Test and Post-Test scores, indicating that the butchering demo had a significant impact.

Based on the pre-test and post-test related to the knowledge, attitudes, and behavior of the first butchering demo participants in Tasikmalaya using the Paired Sample T-Test (Chi Square Test), the following results were obtained:

1) There is a significant impact on the participants' knowledge after attending the butchering demo.
2) There is a significant impact on the attitude of the participants after participating in the butchering demo.
3) There is no significant impact on the behavior of the participants after participating in the butchering demo.

Conclusion:

The butchering demo in Tasikmalaya was **able to increase the participants' knowledge and attitudes, but not to change their behavior**. This can be seen after participating in the butchering demo, the majority of participants became aware of using the correct knife, how to cut the carcass and produce good cuts of beef. In terms of attitude, the majority of respondents considered that using clean tools according to needs and cutting beef according to procedures was the right thing after listening to the information presented by the speaker. On the other hand, behavior change has not occurred due to limited tools for handling carcasses and differences in consumers' habits and needs regarding cuts of beef.

In addition, there is also an assessment of the event which was carried out based on a participant questionnaire after the event took place as follows:

Table 27. Event Assessment Results

Question	Scale	Score
The whole butchering demo event	1 (Very bad) - 10 (Very good)	9,40
Speaker's competency in doing butchering	1 (Very Incompetent) - 10 (Very Competent)	9,35

Clarity of material delivery at the butchering demo event	1 (Very Unclear) - 10 (Very Clear)	9,33
Event organizer at the butchering demo event	1 (Very Bad) - 10 (Very Good)	9,23
The venue for the butchering demo event	1 (Very Uncomfortable) - 10 (Very Comfortable)	9,40
Total Average Score		**9,34**

Conclusion:
**Overall, the butchering demo in Tasikmalaya was considered good** because every aspect was up to standard.

● **Suggestions and Comments**

"Overall, the butchering demo event was very good. I hope that in the future, event like this will be held again so that we can add more insight." (Female, PT. Ina LN)

"The program itself is good, it really adds to my knowledge and experience." (Male, IB Beef)

B. **Butchering Demo 2 (Bandung)**
The second butchering demo was held on Wednesday, 24 August 2022 at 09:00 - 12:00 WIB at the Padalarang Meat Depot, Bandung. This event had a total of 45 participants, 5 female participants and 40 male participants. This butchering demonstration was presented by Zaenal Arifin.
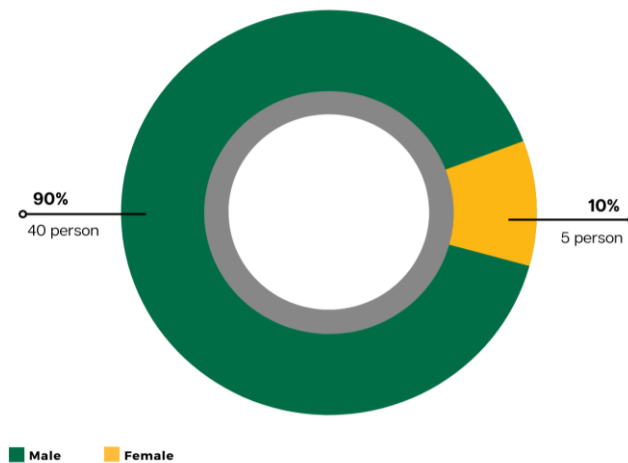
90%
40 person

10%
5 person

■ Male ■ Female

● **Evaluation Respondent Profile - Butchering Demo 1**
Several people participated in the pre-test and post-test as a kind of evaluation before and after the butchering demo. The following are the profiles of responders who completed both tests:

Table 28. Profile of Evaluation Respondents - Second Butchering Demo

	%	Base
Gender		
Female	0	0
Male	100	32
Origin City / Branch		
Lainnya (GBB, GPH, SNT, Griya Batununggal, PSR, Sunda 60, YMU, Griya Margahayu, Metro, Griya Pasteur, GSB, Kepatihan dan YBS)	38	12
Tidak ada keterangan cabang	23	7
Yogya Center	9	3
Antapani	6	2
Setrasari	6	2
YRI	6	2
YJS	6	2
DCB	6	2
Reasons to Participate Butchering Demo		
Adding insight	81	22
Improve skills in Butchering	19	5
Total Base		**45**

- **Activity Evaluation - Butchering Demo 2**

  Evaluation of activities is carried out by pre-test and post-test on butchering demo participants. The pre-test and post-test include tests of the participants' knowledge, attitudes and behavior, which are then carried out Paired Sample T-Test (Chi Square Test) on the results of the pre-test and post-test. The following are the results of the Paired Sample T-Test for the pre-test and post-test of the first butchering demo:

Table 29. Paired Sample T-Test (Chi Square Test) Pre-Test and Post-Test Second Butchering Demo

Knowledge	Attitude	Behavior
0,537*	0,712*	0,001**

Description of evaluation results

- **If the significance value is > 0.05*,** there is no average difference between the Pre-Test and Post-Test results, indicating that participation in the butchering demo had no significant impact.
- **If the significance value is <0.05**,** there is an average difference between the Pre-Test and Post-Test scores, indicating that the butchering demo had a significant impact.

Based on the pre-test and post-test related to the knowledge, attitudes, and behavior of the second butchering demo participants in Bandung using the Paired Sample T-Test (Chi Square Test), the following results were obtained:

1) There is no significant impact on the participants' knowledge after attending the butchering demo.
2) There is no significant impact on the attitude of the participants after participating in the butchering demo.
3) There is a significant impact on the behavior of the participants after participating in the butchering demo.

Conclusion:

The butchering demo in Bandung was **able to change the behavior of the participants** but **did not increase the knowledge and attitudes of the participants** because prior to participating in this event, the knowledge and attitudes of the participants were already good. This can be seen from the fact that they know the functions and differences of knives as well as the importance of cleanliness in handling carcasses and using tools that are appropriate and clean because already have SOP in their respective stores. After participating in the butchering demo, almost all participants will use the appropriate tools to handle carcasses in order to maintain beef quality.

In addition, there is also an assessment of the event which was carried out based on a participant questionnaire after the event took place as follows:

Table 30. Event Assessment Results

Question	Scale	Score
The whole butchering demo event	1 (Very bad) - 10 (Very good)	8,41
Speaker's competency in doing butchering	1 (Very Incompetent) - 10 (Very Competent)	8,66
Clarity of material delivery at the butchering demo event	1 (Very Unclear) - 10 (Very Clear)	8,50
Event organizer at the butchering demo event	1 (Very Bad) - 10 (Very Good)	8,44

The venue for the butchering demo event	1 (Very Uncomfortable) - 10 (Very Comfortable)	7,84
Total Score		**8,37**

Conlusion:

Overall, the butchering demo in Bandung was considered good. Because the distance to the venue for the event was far away, the participants felt uncomfortable.

● **Suggestions and Comments - Second Butchering Demo**

"The event itself is good, the suggestion itself might be better if the material starts from the cow session that is still alive or from the livestock area so that it can be explained more from the initial stage on the farm to the beef cutting session per part." (Male, Yogya Kepatihan)

"The event itself went well, my suggestion is to hold this event or meetings like this more often so that you can gain insight." (Male, Griya Batununggal)

4.3.2   Personal Protective Equipment, Display Product, Promotional Tools

Personal protective equipment, Display Product, Promotional Tools are one of the programs aimed at developing beef safety and improving the quality of meat and kiosks in wet markets and modern markets. The program works with meat sellers in wet markets and modern markets in Bandung and Tasikmalaya, while the number and sellers who participate in the program are:

Table 31. Achievements in Personal protective equipment, Display Product, Promotional Tools

Location		Amount	Remarks
Bandung	Wet Market	2	1 kiosk at Caringin Market 1 kiosk at Gedebage Market
	Modern Market	1	Agro Meat Shop
Tasikmalaya	Wet Market	10	10 kiosks at Cikurubuk Market (5 kiosks in May, 5 kiosks in October)
	Modern Market	1	Kedai Fresh Mama Ina

All sellers who participated in this program were given a set of Personal protective equipment, Display Product, Promotional Tools to improve the quality of their kiosk or meat shops. As for the equipment provided:

1) Personal Protective Equipment (PPE)
   a. Knife Set (Butcher Knife, Skinning Knife, Cleaver Knife, Sharpening Steel, Magnetic Rack)
   b. Cutting Board
   c. Scabbard
   d. Safety Mesh Glove
   e. Waterproof Apron

    f.   3 pairs of Gum Boots

    g.   3 pieces of Polo Shirt with Promotional Logo

    h.   3 pieces of Cap with Promotional Logo

2) Display Product

    a.   3 pieces Stainless Steel Container

    b.   5 sets Price Sign with Holder

3) Promotional Tools

    a.   250 sheets of Flyer

    b.   Banner

    c.   3 sheets of Poster

    d.   15 meters of Flag Chain

    e.   Roll Banner

For 6 months since the distribution of the tool, monitoring and evaluation related to consumer response to the program to all kiosks and stores was conducted. In addition, the evaluation was also conducted by looking at the responses from employees and owners of kiosks and stores. The results of the evaluation and response to the program are viewed from the perspective of consumers, employees, and owners:

A. Consumers

- **Evaluation Respondent Profile**

  Here are the demographics of consumers who purchase meat from kiosks or markets participating in the program:

Table 33. Evaluation Respondent Profile (Consumer)

	%	Base
Hometown		
Bandung	55	249
Tasikmalaya	45	201
Pickup Location		
Agro Meat Shop	24	101
Kiosk at Gedebage Market	22	99
Mama Ina's Shop	14	63
Kiosk at Caringin Market	11	49
IB kiosk	8	30
INA kiosk	7	28

LN kiosk	5	27
ST kiosk	5	27
DLR kiosk	4	26
Age		
18 - 29 years old	20	94
30 - 39 years old	30	131
40 - 49 years old	28	129
> 50 years old	22	96
Gender		
Female	54%	241
Male	46%	209
Final Education		
Senior High School	39	177
Scholar	37	174
Junior High School	15	66
Elementary School	8	32
Not Attending School	1	1
Work		
Business to Business (B2B)		
Meatball Sellers	40	62
Food stalls / *Warteg* (gepuk, rawon, soto, rendang, satay, pecel lele, whipped noodles)	28	43
Meat Sellers	21	31
Restaurant	6	10
Catering	3	5
Snack Sellers (cilok, martabak)	2	3

Business to Consumer (B2C)		
Household	46	140
Entrepreneur	22	61
Private Employees	18	53
State Employees	8	25
Others (Household assistant, Freelance, Student, Dermatologist)	6	17
Monthly Household Income		
< Rp 1.000.000	3	10
Rp1.000.000 - Rp3.000.000	28	83
Rp3.000.000 - Rp5.000.000	34	97
Rp5.000.000 - Rp7.000.000	15	44
Rp7.000.000 - Rp9.000.000	4	12
Rp9.000.000 - Rp11.000.000	7	22
Rp11.000.000 - Rp13.000.000	1	3
Rp13.000.000 - Rp15.000.000	3	9
> Rp15.000.000	5	16
Monthly Omset Business		
< Rp25.000.000	75	115
Rp25.000.000 - Rp200.000.000	24	37
> Rp200.000.000	1	2
Total Base		**450**

	%	Base
Expenses for buying meat		
Business to Business (B2B)		
< Rp500.000	3	4
Rp500.000 - Rp1.000.000	10	15
> Rp1.000.000	87	135
Business to Consumer (B2C)		
< Rp500.000	58	171
Rp500.000 - Rp1.000.000	27	81
> Rp1.000.000	15	44
Number of Meat Purchases in One Purchase		
Business to Business (B2B)		
< 5 kg	69	79
5-10 kg	15	17
> 10 kg	16	18
Business to Consumer (B2C)		
< 1 kg	8	23
1-3 kg	88	262
> 3 kg	4	11
Beef Purchase Frequency		
Business to Business (B2B)		
Every day	43	66
2 - 3 times a week	25	38
Once a week	19	29
Once every 2 weeks	6	9
Once a month	7	10

Business to Consumer (B2C)		
Every day	2	6
2 - 3 times a week	7	21
Once a week	19	56
Once every 2 weeks	32	95
Once a month	40	120
Total Base		**450**

● **Personal Protective Equipment (PPE)**

Table 34. Evaluation Results and Consumer Responses to Personal Protective Equipment

	Knowledge	Attitude	Practice
B2B	- Have seen Personal Protective Equipment (51%) - Waterproof Apron is the most seen (58%) - Viewing Personal Protective Equipment when purchasing (71%) - Not knowing the purpose of the program (56%)	- Personal Protective Equipment make buyers interested in buying beef (82%) - Personal Protective Equipment is useful for kiosks or markets (99%)	- Personal Protective Equipment makes buyer tends to buy beef at kiosks or stores (76%) - Choosing a kiosks or stores with a Personal Protective Equipment (51%)
B2C	- Have seen Personal Protective Equipment (52%) - Gum boots is the most seen (24%) - Viewing Personal Protective Equipment when purchasing (68%) - Not knowing the purpose of the program (67%)	- Personal Protective Equipment make buyers interested in buying beef (92%) - Personal Protective Equipment is useful for kiosks or stores (100%)	- Personal Protective Equipment makes buyer tends to buy beef at kiosks or stores (90%) - Choosing a kiosks or stores with a Personal Protective Equipment (59%)

● **Explanations and Conclusions**

Table 35. Explanation and Conclusion of Consumer Evaluation and Response to Personal Protective Equipment

B2B	B2C
Exposure to consumers exposed to programs related to Personal Protective Equipment is moderate. This is because the majority of early-morning transactions exclusively involve the purchase of beef.	Exposure to consumers exposed to programs related to Personal Protective Equipment is moderate. This is due to the infrequent usage of the instrument and the presence of too many distractions.
Consumers exposed to the program have a high interest in purchasing beef because the Personal Protective Equipment (PPE) makes the kiosks or stores neater and cleaner. In addition, consumers who are exposed to the program believe that Personal Protective Equipment (PPE) is really valuable since it keeps staff clean and safeguards them.	The perception of consumers exposed to the program has a high interest in purchasing beef because the Personal Protective Equipment (PPE) makes the kiosks or stores neater, cleaner, and more attractive. In addition, consumers who are exposed to the program believe that Personal Protective Equipment (PPE) is really valuable since it helps kiosks or marketplaces remain clean.
Consumers who are exposed to the Personal Protective Equipment (PPE) program are more likely to purchase beef in kiosks and marketplaces because the PPE tools are of high quality and clean.	The Personal Protective Equipment (PPE) program has a significant impact on the purchase of beef at kiosks or marketplaces for consumers who are exposed to the program, due to the employees' awareness of hygiene and reverence.

● **Suggestions and Comments**

Respondents also commented on Personal Protective Equipment:

"The shirt and hat from ""Daging Sapi Kita"" worn by this employee seemed more professional and caught my eye." (Female, 35 years old, Household, Consumer Agro Meat Shop)

"The shirt is good because the color and logo fit the kiosk" (Male, 40 years old, Driver, Kiosk Consumer at Caringin Market)

● **Display Product**

Table 36. Results of Evaluation and Consumer Response to Display Product

	Knowledge	Attitude	Practice
B2B	- Have seen Display products	- Display products makes consumers	- Display products makes consumers

	(53%) - Knife Set is the most seen (32%) - Viewing Display Product when purchasing (59%)	interested in buying beef (81%) - Display products is useful for kiosks or stores (100%)	tends to buy beef at kiosks or stores (83%) - Choosing a kiosks or stores with a good display product (88%)
B2C	- Have seen Display products (49%) - Stainless Steel Container is the most seen (32%) - Viewing Display Product when purchasing (64%)	- Display products makes consumers interested in buying beef (90%) - Display products is useful for kiosks or stores (100%)	- Display products makes consumers tends to buy beef at kiosks or stores (90%) - Choosing a kiosks or stores with a good display product (92%)

- **Explanations and Conclusions**

Table 37. Explanation and Conclusion of Consumer Evaluation and Response to Display Products

B2B	B2C
Exposure to consumers exposed to programs related to Display Product is moderate. This is due to the fact that the device is believed to be from the kiosk and not the DSK.	Exposure to consumers exposed to programs related to Display Product is moderate. This is due to the absence of a specific message regarding the device.
Consumers who are exposed to the program have a high interest in purchasing beef because the Display Product makes the kiosks or stores neater and not too smelly. In addition, consumers who are exposed to the program find Display Products to be quite beneficial because it demonstrates the quality of beef and slices it according to consumer demand.	Consumers who are exposed to the program have a high interest in purchasing beef because the Display Product makes the kiosks or stores are neater and tidier. In addition, Display Products are particularly valuable to consumers who are exposed to the program since they help sort beef and provide price explanations.
Display Product-related campaigns have a significant impact on beef purchases at kiosks and stores among consumers who are exposed to the program and who perceive the beef to be of high quality and safety.	Consumers who are exposed to Display Products-related programs are more likely to purchase beef at kiosks or marketplaces because the program makes the meat sellers look more professional.

- **Suggestions and Comments**

  Respondents also commented on Display Products:

"The stainless steel used by kioskI think is good because it makes the kiosk look cleaner when displaying beef." (Male, 47 years old, Entrepreneur, Consumer Jongko INA)

"These tools certainly add to the hygiene value that makes me want to buy." (Female, 34 years old, Meatball Seller, Jongko IB Consumer)

● **Promotional Tools**

Table 38. Results of Consumer Evaluation and Response to Promotional Tools

	Knowledge	Attitude	Practice
B2B	- Have seen promotional tools (54%) - Banner most is the seen (30%) - Viewing display products when purchasing (71%)	- Promotional tools make consumers interested in buying beef (76%) - Promotional tools are useful for kiosks or stores (98%)	- Promotional tools makes consumers tends to buy beef at kiosks or stores (67%) - Choosing the same kiosks or stores whether or not to install a Promotional Tools from "Daging Sapi Kita" (59%)
B2C	- Have seen promotional tools (51%) - Flag Chain is the most seen (30%) - Viewing display products when purchasing (61%)	- Promotional tools make consumers interested in buying beef (83%) - Promotional tools are useful for kiosks or stores (97%)	- Promotional tools makes consumers tends to buy beef at kiosks or stores (77%) - Choosing the same kiosks or stores whether or not to install a Promotional Tools from "Daging Sapi Kita" (52%)

● **Explanations and Conclusions**

Table 39. Explanation and Conclusion of Consumer Evaluation and Response to Display Products

B2B	B2C
Exposure to consumers exposed to programs related to Promotional Tools (AP) is moderate. This is because it focuses only on purchasing beef.	Exposure to consumers exposed to programs related to Promotional Tools is moderate. This is due to the absence of a specific message regarding the device.
Consumers who are exposed to the	Consumers who are exposed to the

program have a high interest in purchasing beef because the Promotional Tool makes the appearance of kiosks or stores more interesting. In addition, consumers who are exposed to the program believe that the Promotion Tool is beneficial because it increases the existence of kiosks and stores.	program have a high interest in purchasing beef because the promotional tools make kiosks or stores more attractive and educational. In addition, consumers who are exposed to the program believe that the Promotion Tools are really valuable because they provide more beef-related information.
The program related to the Promotion Tool has a moderate effect on the purchase of beef at the jongko/store for consumers who are exposed to the program because it is more interesting.	The program related to Promotional Tools has a high effect on the purchase of beef at the kiosks or stores for consumers who are exposed to the program because the beef sold must be the best meat.

- **Suggestions and Comments**
  Respondents also made comments regarding the Promotion Tools:

  "Promotional tools are interesting so that they can be propagated so that consumers are aware of these promotional tools." (Male, 59 years old, Entrepreneur, Kiosk Consumer in Caringin Market)

  "With promotional tools, such as banners, this place becomes more educational so it's not just buying beef, but getting information." (Female, 24 years old, Private Employee, Consumer Agro Meat Shop)

B. Employees and Owner

Evaluation for owners and employees is carried out qualitatively through direct interviews done to discover new results and evaluate the program after its completion.

- **Evaluation Respondent Profile**
  The following are the profiles of the respondents evaluating the owners and employees of the wet market and modern market:

Table 40. Profile of Evaluation Respondents (Owners and Employees)

Owners		Tasikmalaya		Bandung	
		Wet Market	**Modern Market**	**Wet Market**	**Modern Market**
Female	35 - 50 years old	1	0	0	0
Male	35 - 50 years old	0	0	2	0

Employees		Tasikmalaya		Bandung	
		Wet Market	**Modern Market**	**Wet Market**	**Modern Market**
Female	20 - 35 years old	1	0	0	1
	35 - 50 years old	0	0	0	0
Male	20 - 35 years old	2	1	1	0
	35 - 50 years old	1	0	1	0

- **Activity Evaluation**

  After distributing the entire tool, the owner and employee are interviewed as a means of evaluation. The following are the results of the evaluation of its activities:

Table 41. Evaluation Results of Owners and Employees on Personal Protective Equipment, Display Product, Promotional Tools

Indicator	Modern Market	Wet Market
Compatibility with kiosks or stores needs	- All the tools provided are considered appropriate	- The owner assessed that the Promotion Tool was appropriate, but the Personal Protective Equipment and Display Product were not appropriate. - Meanwhile, the employees assessed that all the tools provided were appropriate
Quality of materials	- All tools provided are of good quality	- All tools provided are of good quality
Message compatibility	- All given tools contain messages	- All given tools contain messages
Number of distributions	- The whole tool is ideal	- The owner thinks all the tools given are ideal. - However, employees consider the Promotion Tool to be less ideal
Number of uses	- All given tools are used	- Kiosks doesn't use a price tag
Number of message	- Owners and employees know the programs	- The owner knows, but not all employees know the program

recipients		message
Program understanding	- Self-protection - To conform to SOP - Help employees and sales	- Self-protection - To conform to SOP - Sales promotion - Help employees and sales
Attitude	- Positive perception - Satisfying enough - Important	- Positive perception - Satisfying - It's important. - Be distinctive and look more modern
Program barriers	- Mismatch in Personal Protective Equipment	- Mismatch in Display Products
Program sustainability	- Tools are still in use	- Tools are still in use

- **Suggestions and Comments**
  The owner and employees also made comments regarding the product segmentation program:

  "At that time, there was a consumer who asked where the poster we displayed was from? Then I answered that "Daging Sapi Kita", an Agro Meat Shop, was working together. Then he said that the poster was interesting and educational." (Male, 36 years old, Agro Meat Shop Employee)

  "I think the design of "Daging Sapi Kita" is good, the words in the banner are also easy to understand, and the size is also right to be placed in this kiosk." (Men, 28 years old, IB kiosk Employee)

  "This program is quite an increase in sales because the kiosk looks more hygienic, neater, and the quality of beef is maintained." (Men, 48 years old, Owner of LN kiosk)

  "This program is actually good and useful because it can change consumers' perception of purchased beef as clean, hygienic, and quality only carried out at an inappropriate time." (Men, 25 years old, President Director of PT. DLR)

4.3.3 Collecting Sales Information

The collecting of sales data information spanned six months, beginning in May and ending in October. The sales data obtained is the total monthly sales from each meat kiosk and shop in Bandung and Tasikmalaya that is a program beneficiary.

1) Tasikmalaya

Sales data were taken from 5 meat kiosks at Ciburuk Market, namely Kiosk LN, IB, INA, ST, DL, and 1 meat shop, namely Mama ina's fresh market who is a beneficiary of this program. Based on collected data, total monthly sales from May to October show a decreasing trend as shown in the graph below:
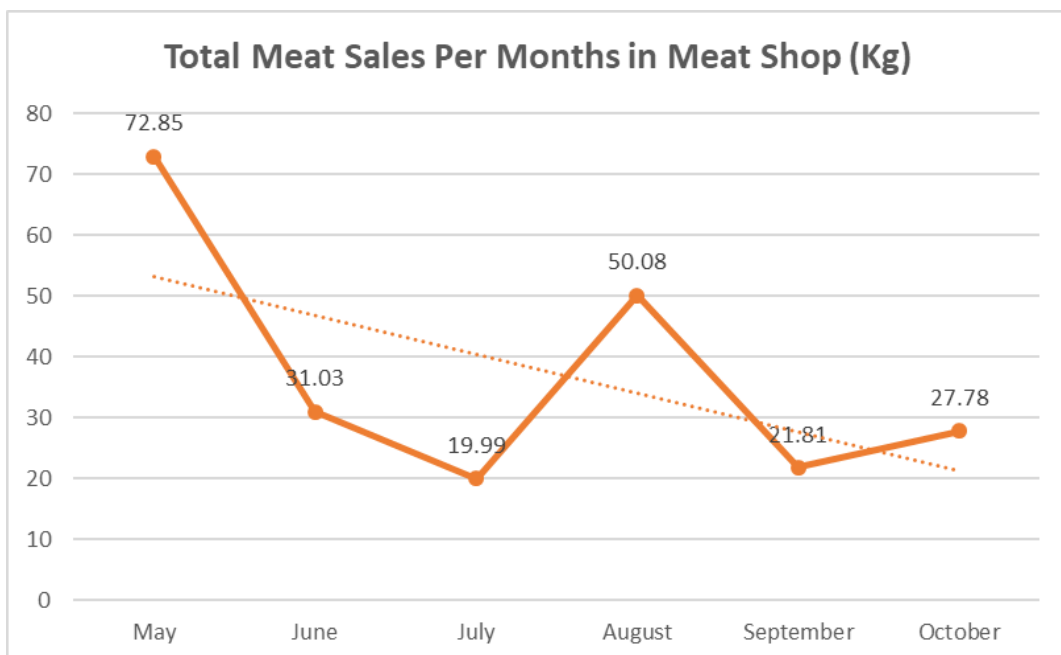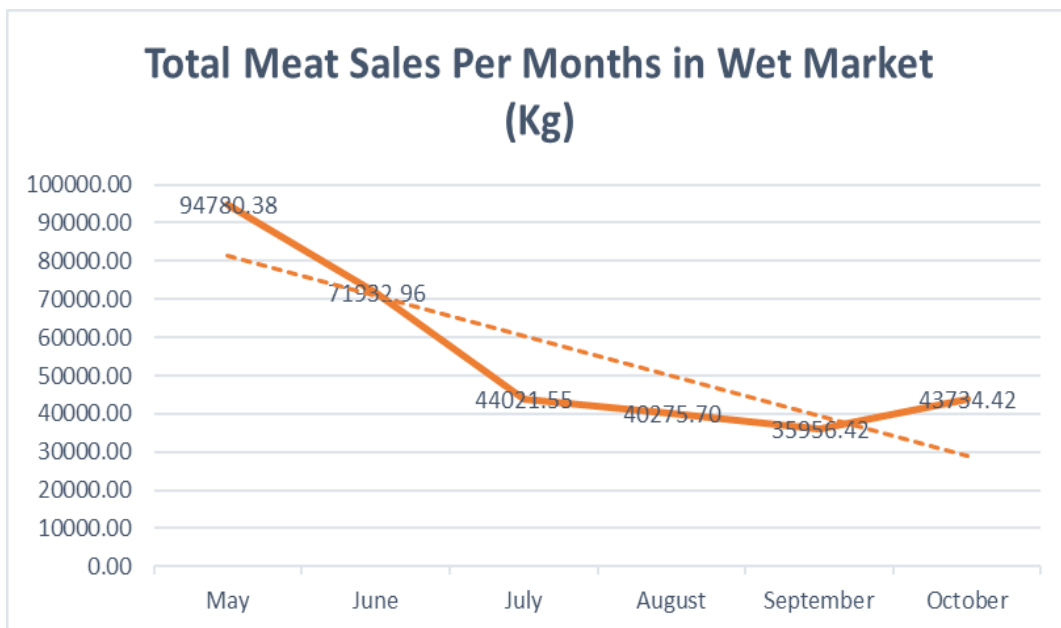
Based on the graph, the largest sales of kiosk meat occur in May because to Eid al-Fitr, an Islamic religious holiday during which people purchase huge quantities of beef. After May, sales tend to fall from June to September due to the increasing spread of Foot and Mouth Disease (FMD), which affects people's preferences in purchasing beef and causes them to prefer alternate sources of animal protein, such as chicken and eggs. In addition, September corresponds with Safar on the Hijri calendar. In this month, the community does not traditionally celebrate weddings, hence the demand for beef drops. Because October coincided with the Prophet's birthday in Islam, the community has a tradition of staging huge festivals and other celebrations, such as weddings, which promote sales. The majority of sales at Kiosk meat are Business to Business (B2B), one of which is reseller to beef small shops, thus total sales are driven not only by tradition, but also by market conditions as a whole.

The sales trend at the meat shop is also declining, as is the sales trend at the meat kiosk; however, the chart reveals that the highest sales at the meat shop occurred in May and August, as the sales conditions at the meat shop were not affected by market conditions affecting because sales are dominated by Business-to-Consumer (B2C) sales or end consumers. In addition, the August cooking demonstration affected sales because after the demonstration, participants got interested in purchasing beef from the meat shop. This demonstrates that events can increase meat shop sales.

The beef sales trend that occurred in 5 meat kiosks and 1 meat shop beneficiaries is in line with the sales trend in Tasikmalaya, based on data obtained from the West Java Province Food Security and Livestock Service Office for the Tasikmalaya showing a downward trend from May to October. Comparison can be seen in the chart below:
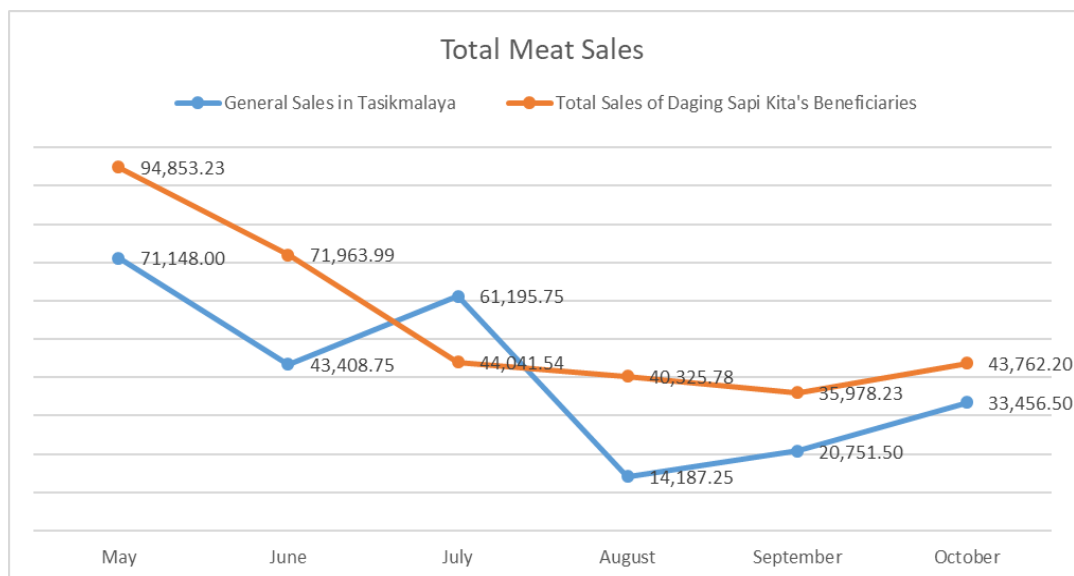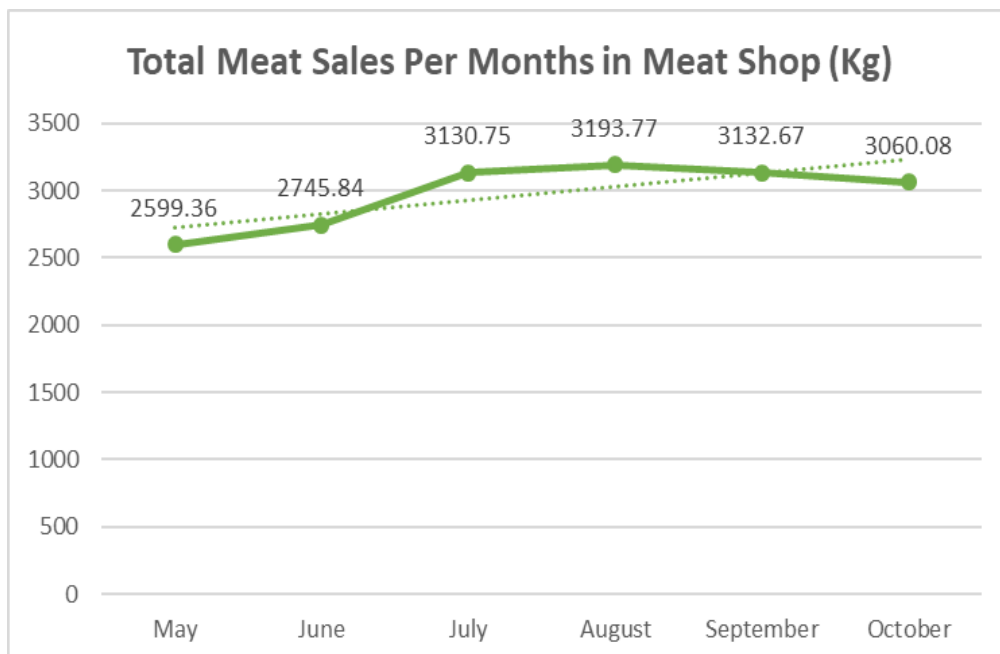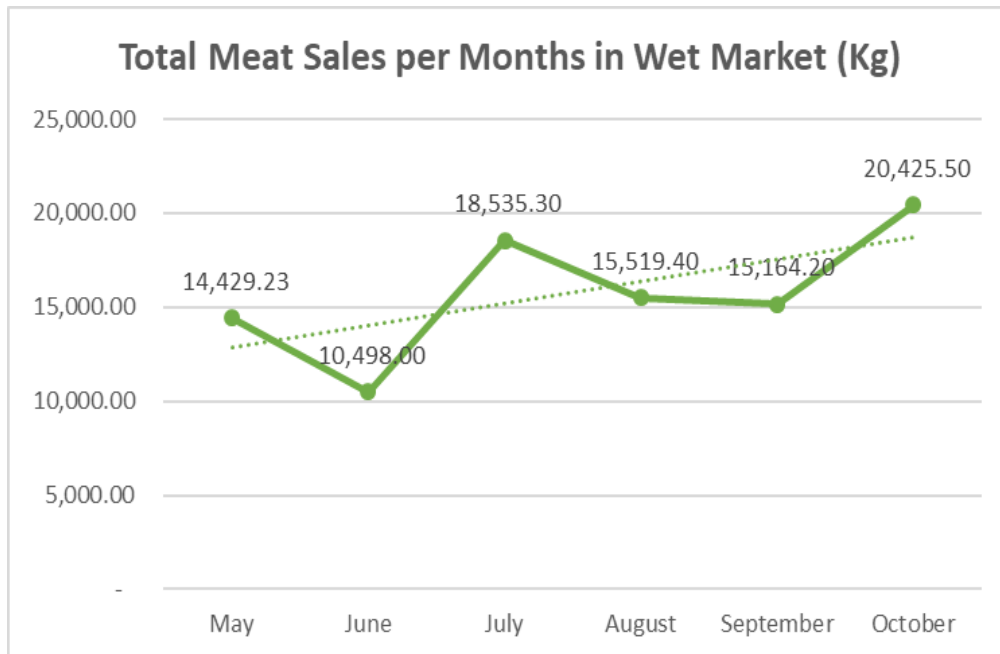

Source: Dinas Ketahanan Pangan dan Peternakan Provinsi Jawa Barat (2022)

Based on this comparison, trend of declining sales at the 5 meat kiosks and 1 meat shop beneficiaries was not caused by absence of influence of the program, but because the implementation of the program coincided with market conditions that were not normal, Foot and Mouth Disease (FMD) as well as instability of economic conditions after Covid-19 pandemic became some of the reason that programs implemented were not optimal.

2) Bandung

The sales data was taken from 2 meat kiosks in Bandung, namely a meat kiosk in Caringin market, a meat kiosk in Gedebage market and 1 meat shop that was a beneficiary of this program. Based on collected data, total monthly sales from May to October show a positive trend as shown in the graph below:

Total Meat Sales per Months in Wet Market (Kg)

Month	Sales (Kg)
May	14,429.23
June	10,498.00
July	18,535.30
August	15,519.40
September	15,164.20
October	20,425.50

Total Meat Sales Per Months in Meat Shop (Kg)

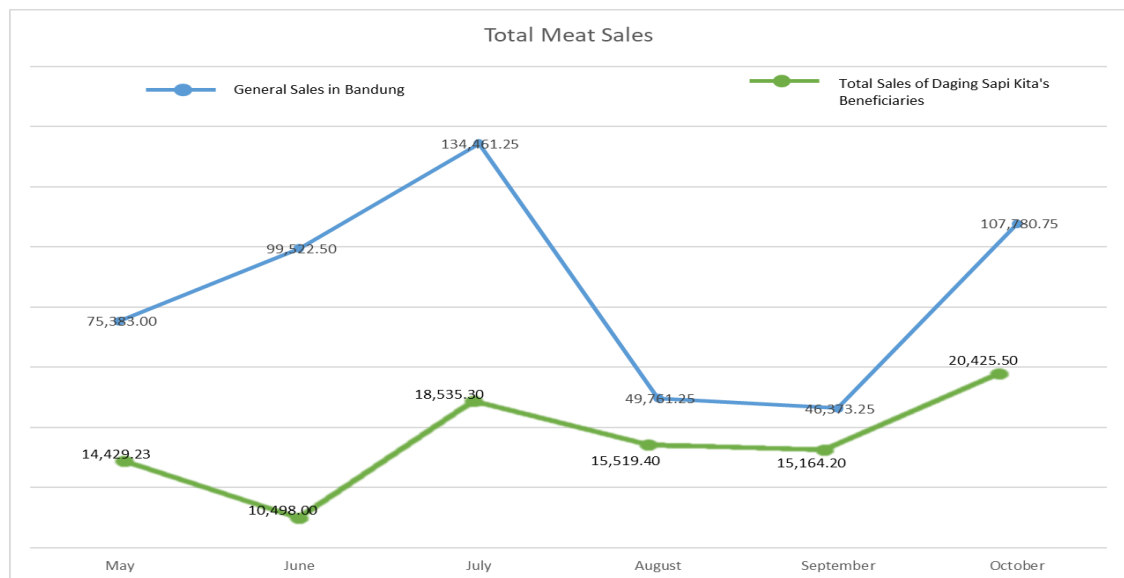| Month	Sales (Kg)
May	2599.36
June	2745.84
July	3130.75
August	3193.77
September	3132.67
October	3060.08

Based on the graph above, the highest sales of meat kiosks occur in October, as this month coincides with the Prophet's birthday in Islam, where people have a custom of celebrating the Prophet's birthday with a large event, as well as other large celebrations like weddings. The majority of sales at meat kiosks are Business to Business (B2B), one of which is reseller to beef small

shops, therefore total sales are driven not only by tradition, but also by market conditions as a whole.

Highest meat shop sales occurred in August, the difference in chart conditions with traditional markets is also due to sales conditions at meat shops not affected by market conditions because sales are dominated by Business to Consumer (B2C) sales or end consumers. In addition, the August cooking demonstration affected sales because after the demonstration, participants got interested in purchasing meat from the butcher shop. This demonstrates that events can increase meat shop sales.

The graph conditions between total sales of meat kiosk in wet market and meat shop beneficiaries of the program are in harmony with general sales condition in Bandung, as shown in the graph below:

Total Meat Sales

General Sales in Bandung — Total Sales of Daging Sapi Kita's Beneficiaries

	May	June	July	August	September	October
General Sales in Bandung	75,383.00	99,522.50	134,461.25	49,761.25	46,373.25	107,780.75
Total Sales of Daging Sapi Kita's Beneficiaries	14,429.23	10,498.00	18,535.30	15,519.40	15,164.20	20,425.50

Source: Dinas Ketahanan Pangan dan Peternakan Provinsi Jawa Barat (2022)

The graph above demonstrates that conditions are influenced by market conditions and economic conditions in general, and positive trends indicate that implemented programs have little impact. In addition, distinct consumer characteristics also influenced the occurrence of distinct trends in Bandung and Tasikmalaya. 43.5 percent of Bandung's beef purchasers have attained a bachelor's degree or higher. This demonstrates that the level of education influences consumers' mindsets and perspectives on issues that spread, allowing them to be less influenced by beef-related issues, especially when Foot and Mouth Disease (FMD) began to spread.

5. Conclusion

Program	Sub Program	Strength	Weakness	Alteration Test Results
Consumer Awareness Program	Webinar	Culinary-related topics raise more awareness about fresh beef than health-related topics	Audience reach is not optimal	Webinar 1 ● Knowledge: Effective ● Attitude: Ineffective ● Practice: Effective Webinar 2 ● Knowledge: Effective ● Attitude: Effective ● Practice: Ineffective
	Cooking Demo	The cooking demo are effective in raising awareness about fresh beef	The cooking menu that was demonstrated was not based on local/home menu	Cooking Demo 1 ● Knowledge: Effective ● Attitude: Effective ● Practice: Effective Cooking Demo 2 ● Knowledge: Ineffective ● Attitude: Ineffective ● Practice: Effective
	Social Media Campaign	Social media content raises awareness about fresh beef	- Low engagement - Limited reach	● Knowledge: Effective ● Attitude: Effective ● Practice: Effective
Product Segmentation, Marketing, and Promotion of Fresh Beef in Meat Kiosk	Butchering Demo	Butchering demonstrations are beneficial in promoting knowledge about the significance of maintaining sanitation and hygiene, paying attention to work safety, and optimizing cuts of beef, particularly among wet market sellers.	The material presented cannot yet be applied, especially in wet markets because it differs from consumer demand and needs	Butchering Demo 1 ● Knowledge: Effective ● Attitude: Effective ● Practice: Ineffective Butchering Demo 2 ● Knowledge: Ineffective ● Attitude: Ineffective ● Practice: Effective
	Distribution of	- The distribution of	Multiple tools have	Consumer

	Personal Protective Equipment, Display Product, and Promotional Tools	these three tools is able to increase seller awareness about the importance of product segmentation, marketing, and promotion - These three tools are able to change consumer perceptions regarding the beef purchased is more hygienic and of better quality	failed to meet the objectives of kiosk since each region has distinct requirements.	● Knowledge: Effective ● Attitude: Effective ● Practice: Effective Employee & Owner ● Knowledge: Effective ● Attitude: Effective ● Practice: Effective
	Collecting Data Sales	Access of partners to sales information throughout the program.		

5.1. Key findings

Based on the observations during the program and evaluation results as well as FGD with all stakeholders, several interesting things were obtained which became key findings from field conditions and responses to the program. The key findings are as follows:

- "Daging Sapi Kita" is considered a product brand, not a program to raise awareness of fresh Australian beef.
- The program's message regarding locally processed Australian fresh beef is not clear.
- Wet markets and modern markets have different characteristics that require different program approaches.
- The majority of traditional markets are Business to Business (B2B) while the modern markets are Business to Consumer (B2C).
- The period of the program is relatively short (6 months) so it has not been able to change behavior and attitudes.
- This program was carried out under abnormal market conditions so that the intervention had no effect.
- Freshness is the main factor for consumers besides price before buying beef.
- Consumers have not been able to distinguish between local beef and locally processed Australian fresh beef.
- The cooking demo received high enthusiasm from the participants.
- Social media has the potential to support the program but requires consistency in producing and creating content strategies.
- Organic content (unpaid) is not able to reach a wider audience.

- KOL activation provides a wider impact and reach.
- The butchering demo received high enthusiasm from the participants, however due to the standard practice of beef cuts in wet markets is different from the material presented, with the result that it was quite difficult to implement directly.
- Product segmentation has not fulfilled the needs of kiosks because each region has its own needs and is still a new habit. So, it takes time to change these habits.

5.2. Benefits to industry

Based on the results of the program, the following are the benefits and implications for the beef industry:

- Generally:
  This program has proven that beef management and processing have changed as a result of innovative facilities, infrastructure, and technologies intervention.
  On a larger scale, these developments will have an effect on the demand (consumption pattern) for locally processed Australian fresh beef in Indonesia.

- Specifically:
  The volume of market share is quite large (significant) occurs in the meat processing industry and the FnB industry. This requires a touch of technology and interventions that could increase production efficiency when using locally processed Australian fresh beef as well as innovation in marketing aspects with co-branding and co-marketing strategies.

6. Future research and recommendations

After presenting the conclusions, the recommendations for future research and program are as flows:

Table 43. Future research and recommendations

Objective	Target	Strategies	Programs
Increase loyalty toward locally processed Australian beef in Indonesia	Target in wet markets: F&B (Food and Beverages)	• Collaborate with F&B partners that have been loyal customers of meat kiosks or meat shop • Audience participation • Communication strategy	• Co-branding • Co-marketing • F&B Festival • Digital Campaign

Increase knowledge regarding the selection and use of beef with a local cuisine approach	Target in modern market: Household consumers	• Collaborate with universities with a good reputation in local culinary and food technology. • Audience participation • Communication strategy	• Cooking Demo with a local cuisine approach • Cooking Module • Cooking Competition • Local Food Festival • Digital Campaign
Increase knowledge of Indonesian meat language and local beef-cutting approaches	Wet market sellers	• Collaborate with universities with a good reputation in the Indonesian livestock industry • Audience participation • Communication strategy	• Butchering demo with Indonesian meat language and local beef-cutting approaches • Modul Butchering • Butchering Competition • Digital Campaign
Increase loyalty toward locally processed Australian beef in Indonesia	Wet market and modern market sellers	• Collaborate with meat kiosks in wet markets and meat shops • Different approaches between wet markets and modern markets • Audience participation • Communication strategy	• Product Segmentation Program • Seller Discussion Forum • Programs created based on seller needs • Digital Campaign
Increase engagement in digital media "Daging Sapi Kita" to reach a wider audience	Beef Consumers (18-35 years old, upper middle class)	• Collaborate with Key Opinion Leaders (KOL) • Audience participation • Communication strategy	• Multiple contents involving KOL • Paid media • Quiz/Games • Create Digital Hub/Website

Clarify the message of "Daging Sapi Kita" program	Beef Consumers in wet market and modern market	• Collaborate with an integrated supply chain partners • Audience participation • Sponsorship	• Stakeholders discussion forum • The message is made based on the program target needs • Events sponsoring related to fresh beef

7. Appendix

7.1 Consumer awareness program

7.1.1 Webinar

A. Webinar 1

Table 1. Data of Pre-Test Participants

Name	Untuk mendapatkan daging sapi yang sehat dan lezat, peternakan sapi harus dengan standar ESCAS	Mengonsumsi daging sapi segar dapat mencegah anemia dan stunting	Zat besi memiliki pengaruh besar pada perkembangan janin	Saya menganggap mengonsumsi sayuran lebih penting dan lebih aman dibandingkan mengonsumsi daging.	Saya menganggap mengonsumsi daging sapi dapat membahayakan ibu hamil.	Saya menganggap anak remaja harus lebih banyak makan sayur dibandingkan makan daging.	Saya menganggap zat besi tidak terlalu berpengaruh besar pada perkembangan janin.	Saya selalu mengonsumsi daging sapi untuk mencegah penyakit anemia.	Saya secara rutin mengonsumsi daging sapi untuk meningkatkan daya tahan tubuh.	Saya selalu memastikan keluarga terutama anak saya mengkonsumsi daging sapi untuk meningkatkan gizi.
Medyarina kurniasih	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Tidak	Ya
Mirsageri	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Tidak
Ika	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Tidak	Tidak
Nurliana	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak	Tidak	Tidak
Cheery Shafa Puspita	Tidak tahu	Benar	Benar	Setuju	Tidak setuju	Setuju	Tidak setuju	Tidak	Tidak	Tidak

Ragil	*Benar*	*Salah*	*Salah*	*Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*
Fadila Rahma Dinda Pratiwi	*Benar*	*Benar*	*Tidak tahu*	*Setuju*	*Tidak setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*
Izza am	*Benar*	*Salah*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Mey Rania	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Muhammad Irfan Maulana	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Anda Wijaya	*Salah*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Fadia Rahmawati	*Tidak tahu*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak*	*Ya*	*Ya*
Nova Fitri	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Alya A	*Benar*	*Benar*	*Benar*	*Setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Tidak*	*Ya*
Widi Sugiharti	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Bianda	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Neta	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Sulistiani Permatasari	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak*	*Tidak*	*Tidak*
Dian	*Benar*	*Salah*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Setuju*	*Tidak setuju*	*Ya*	*Tidak*	*Tidak*

Name										
Ratrinia Widodo										
Zahratun S	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Arif Nugraha	Benar	Benar	Tidak tahu	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak	Ya	Ya
Endang Fitri H	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Tidak	Ya
Allin Vely Phasa Imanudin	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya

Table 2. Data of Post-Test Participants

Name	Saya mengetahui pentingnya peternakan sapi dengan standar ESCAS untuk mendapatkan daging sapi yang sehat dan lezat	Saya mengetahui pentingnya konsumsi daging segar terhadap pencegahan anemia dan stunting	Saya mengetahui pentingnya zat besi dalam perkembangan janin	Saya menganggap mengonsumsi sayuran lebih penting dan lebih aman dibandingkan mengonsumsi daging.	Saya menganggap mengonsumsi daging sapi dapat membahayakan ibu hamil.	Saya menganggap anak remaja harus lebih banyak makan sayur dibandingkan makan daging.	Saya menganggap zat besi tidak terlalu berpengaruh besar pada perkembangan janin.	Saya akan mengonsumsi daging sapi untuk mencegah penyakit anemia.	Saya akan mengonsumsi daging sapi untuk meningkatkan daya tahan tubuh secara rutin.	Saya selalu memastikan keluarga terutama anak saya mengkonsumsi daging sapi untuk meningkatkan gizi.
Medyarina kurniasih	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Mirsageri	Benar	Benar	Benar	Setuju	Setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Ika	Benar	Benar	Benar	Setuju	Tidak setuju	Setuju	Tidak setuju	Ya	Tidak	Ya

Nurliana	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Cheery Shafa Puspita	*Benar*	*Benar*	*Benar*	*Setuju*	*Tidak setuju*	*Setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Ragil	*Benar*	*Benar*	*Benar*	*Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*
Fadila Rahma Dinda Pratiwi	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Izza am	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Mey Rania	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Muhammad Irfan Maulana	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Anda Wijaya	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Fadia Rahmawati	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak*	*Ya*	*Ya*
Nova Fitri	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Alya A	*Benar*	*Benar*	*Benar*	*Setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Widi Sugiharti	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*
Bianda	*Benar*	*Benar*	*Benar*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Tidak setuju*	*Ya*	*Ya*	*Ya*

Neta	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Sulistiani Permatasari	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Dian Ratrinia Widodo	Benar	Benar	Benar	Setuju	Tidak setuju	Setuju	Setuju	Ya	Ya	Ya
Zahratun S	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Arif Nugraha	Benar	Benar	Tidak tahu	Tidak setuju	Tidak setuju	Tidak setuju	Setuju	Ya	Ya	Ya
Endang Fitri H	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Ya	Ya	Ya
Allin Vely Phasa Imanudin	Benar	Benar	Benar	Tidak setuju	Tidak setuju	Setuju	Tidak setuju	Ya	Ya	Ya

Table 3. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Knowledge		Attitude		Practice	
	Pre-Test	Post-Test	Pre-Test	Post-Test	Pre-Test	Post-Test
1	100	100	100	100	67	100
2	100	100	100	50	67	100
3	100	100	100	50	33	67
4	100	100	100	100	0	100
5	67	100	50	50	0	100
6	33	100	0	0	100	100
7	67	100	25	100	100	100
8	67	100	100	100	100	100
9	100	100	100	100	100	100
10	100	100	100	100	100	100
11	67	100	100	100	100	100

12	67	100	100	100	67	67
13	100	100	100	100	100	100
14	100	100	75	75	67	100
15	100	100	100	100	100	100
16	100	100	100	100	100	100
17	100	100	100	100	100	100
18	100	100	100	100	0	100
19	67	100	75	25	33	100
20	100	100	100	100	100	100
21	67	67	100	75	67	100
22	100	100	100	100	67	100
23	100	100	100	75	100	100

- **SPSS Results Paired Sample t-Test**

Table 4. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	87.04	23	19.366	4.038
	Postest	98.57	23	6.881	1.435

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	-11.522	19.033	3.969	-19.752	-3.291	-2.903	22	.008

Table 5. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	88.04	23	27.041	5.638
	Postest	82.61	23	28.638	5.972

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	5.435	24.951	5.203	-5.355	16.224	1.045	22	.308

Table 6. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	72.52	23	35.768	7.458
	Postest	97.13	23	9.507	1.982

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	-24.609	35.137	7.327	-39.803	-9.414	-3.359	22	.003

B. Webinar 2

Table 7. Data of Pre-Test Participants

Name	PMK merupakan wabah virus pada hewan ternak ruminansia yang sangat menular dan menyerang semua hewan berkuku belah/genap.	Daging yang segar sebaiknya dicuci terlebih dahulu sebelum dimasukkan ke dalam kulkas.	Saya menganggap bahwa daging sapi segar hanya bisa didapatkan dari daging sapi lokal.	Saya menganggap bahwa daging sapi PMK aman untuk dikonsumsi.	Saya menganggap bahwa daun pepaya dan parutan nanas dapat membuat daging menjadi lebih empuk.	Saya menganggap bahwa menyimpan daging di lemari es akan lebih baik jika dibandingkan dengan di suhu ruangan.	Saya tidak mementingkan dari mana asal daging sapi yang saya beli.	Saya mengecek terlebih dahulu kualitas daging sapi yang saya akan beli untuk mencegah mendapatkan daging PMK.	Saya menaruh daging sapi ke dalam kontainer sebelum dimasukkan ke dalam kulkas.	Saya langsung mengolah daging sapi yang sudah saya keluarkan dari kulkas/chiller.
Dwi ari ristyanti	Tidak tahu	Salah	Tidak tahu	Tidak tahu	Setuju	Tidak tahu	Ya	Ya	Ya	Tidak
Deniwati.S.Pt	Benar	Salah	Tidak setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Tidak
Sulistiani Permtasari	Benar	Benar	Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Elvis Saputra	Salah	Benar	Tidak Setuju	Tidak Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
RAHMA FITRIASTUTI	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak
Muhammad Busroni, S.Hut.,	Salah	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak

M.M.										
Istaluna	Benar	Benar	Tidak Setuju	Setuju	Tidak Setuju	Setuju	Ya	Ya	Ya	Ya
Tari KambingHitam Farm	Benar	Salah	Tidak Setuju	Tidak Setuju	Tidak Tahu	Setuju	Tidak	Ya	Ya	Ya
Izza am	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Suprapto, SP	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Cita Junita	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Ya	Ya	Tidak	Ya
Mia Amelia Drajat, S.Farm	Benar	Salah	Tidak Setuju	Tidak Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Arie Gunawan	Benar	Salah	Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Elvina Wahyu Kusuma Putri	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Ya	Ya	Tidak	Tidak
Zahratun s	Benar	Benar	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Ragil	Salah	Benar	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Neta Odali	Benar	Benar	Tidak Setuju	Tidak Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Rodziatun Yulikha	Tidak tahu	Benar	Setuju	Tidak Setuju	Setuju	Tidak Setuju	Tidak	Ya	Ya	Tidak

r wardani	Benar	Salah	Tidak Setuju	Setuju	Tidak tahu	Tidak tahu	Tidak	Ya	Ya	Ya
Yuni	Benar	Benar	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak
Diony Ahlul Fikri	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak
Qoni'ah	Benar	Salah	Setuju	Tidak Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Ginna	Benar	Benar	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak
Zidna Farhana	Benar	Benar	Tidak Setuju	Tidak tahu	Tidak Setuju	Setuju	Ya	Ya	Ya	Ya

Table 8. Data of Post-Test Participants

Name	Saya mengetahui bahwa PMK merupakan wabah virus pada hewan ternak ruminansia yang sangat menular dan menyerang semua hewan berkuku belah/genap.	Saya mengetahui bahwa daging yang segar sebaiknya dicuci terlebih dahulu sebelum dimasukkan ke dalam kulkas.	Saya menganggap bahwa daging sapi segar hanya bisa didapatkan dari daging sapi lokal.	Saya menganggap bahwa daging sapi PMK aman untuk dikonsumsi.	Saya menganggap bahwa daun pepaya dan parutan nanas dapat membuat daging menjadi lebih empuk.	Saya menganggap bahwa menyimpan daging di lemari es akan lebih baik jika dibandingkan dengan di suhu ruangan.	Saya tidak mementingkan dari mana asal daging sapi yang saya beli.	Saya mengecek terlebih dahulu kualitas daging sapi yang saya akan beli untuk mencegah mendapatkan daging PMK.	Saya menaruh daging sapi ke dalam kontainer sebelum dimasukkan ke dalam kulkas.	Saya langsung mengolah daging sapi yang sudah saya keluarkan dari kulkas/chiller.
Dwi ari ristyanti	Benar	Salah	Tidak Setuju	Setuju	Setuju	Tidak Setuju	Ya	Ya	Ya	Tidak
Deniwati.S. Pt	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Tidak

Sulistiani Permtasari	Benar	Benar	Setuju	Setuju	Setuju	Setuju	Ya	Ya	Ya	Ya
Elvis Saputra	Benar	Benar	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
RAHMA FITRIASTUTI	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Ya	Ya	Ya	Tidak
Muhammad Busroni, S.Hut., M.M.	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak
Istaluna	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Ya	Ya	Ya	Ya
Tari KambingHitam Farm	Benar	Salah	Tidak Setuju	Tidak Setuju	Tidak Setuju	Setuju	Tidak	Ya	Ya	Ya
Izza am	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Suprapto, SP	Salah	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Tidak	Ya
Cita Junita	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Mia Amelia Drajat, S.Farm	Benar	Benar	Tidak Setuju	Tidak Setuju	Setuju	Setuju	Tidak	Ya	Ya	Ya
Arie Gunawan	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Ya	Ya	Ya	Ya
Elvina	Benar	Salah	Tidak Setuju	Setuju	Setuju	Setuju	Tidak	Ya	Ya	Tidak

Wahyu Kusuma Putri									
Zahratun s	*Benar*	*Benar*	*Setuju*	*Setuju*	*Setuju*	*Setuju*	*Tidak*	*Ya*	*Ya*	*Ya*
Ragil	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*	*Ya*
Neta Odali	*Benar*	*Benar*	*Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*	*Ya*
Rodziatun Yulikha	*Benar*	*Benar*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Tidak*	*Ya*	*Ya*	*Tidak*
r wardani	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Tidak*	*Ya*	*Ya*	*Ya*
Yuni	*Benar*	*Benar*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Tidak*	*Ya*
Diony Ahlul Fikri	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*	*Ya*
Qoni'ah	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Tidak*	*Ya*	*Ya*	*Ya*
Ginna	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Ya*	*Ya*	*Ya*	*Ya*
Zidna Farhana	*Benar*	*Salah*	*Tidak Setuju*	*Setuju*	*Setuju*	*Setuju*	*Tidak*	*Ya*	*Tidak*	*Ya*

Table 9. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Knowledge		Attitude		Practice	
	Pre-Test	Post-Test	Pre-Test	Post-Test	Pre-Test	Post-Test
1	75	75	50	75	50	50
2	75	100	100	100	50	50
3	50	25	75	75	75	75
4	25	50	75	100	75	100
5	75	100	100	100	75	50
6	50	75	100	100	75	75
7	75	100	75	100	75	75
8	100	100	50	50	100	100
9	100	100	100	100	75	100
10	75	50	100	100	75	75
11	100	100	100	100	50	100
12	75	50	75	75	75	100
13	75	100	75	100	100	75

14	75	100	100	100	25	75
15	50	50	100	75	100	100
16	50	100	100	100	100	75
17	75	75	75	75	100	75
18	50	75	25	100	75	75
19	75	75	50	100	100	100
20	25	25	100	100	75	50
21	100	100	100	100	75	75
22	100	100	50	100	75	100
23	50	100	100	100	75	75
24	50	100	50	100	75	75
25	50	25	75	75	75	75
26	50	100	100	100	50	50

- **SPSS Results Paired Sample t-Test**

Table 10. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	69.23	26	22.702	4.452
	Post Test	78.85	26	27.104	5.315

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre Test - Post Test	-9.615	22.447	4.402	-18.682	-.549	-2.184	25	.039

Table 11. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	80.77	26	22.702	4.452
	Post Test	92.31	26	13.728	2.692

Paired Samples Test

|		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre Test - Post Test	-11.538	22.617	4.436	-20.674	-2.403	-2.601	25	.015

Table 12. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PreTest	75.00	26	18.708	3.669
	PostTest	77.88	26	17.786	3.488

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	PreTest - PostTest	-2.885	20.405	4.002	-11.126	5.357	-.721	25	.478

C. Webinar Documentation

- **Webinar 1**
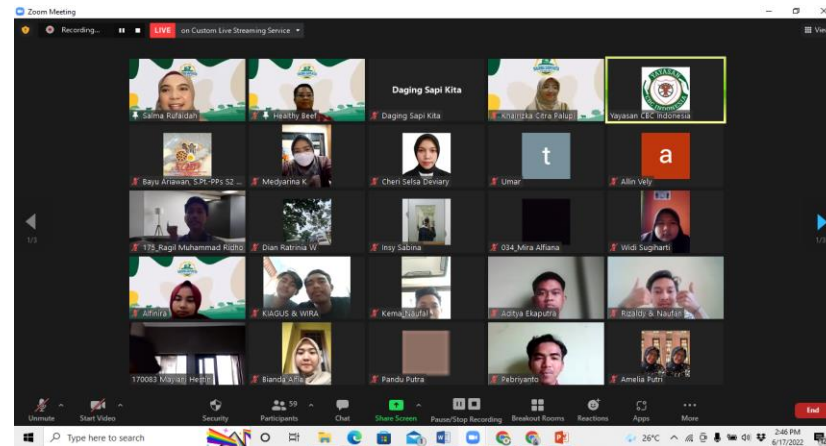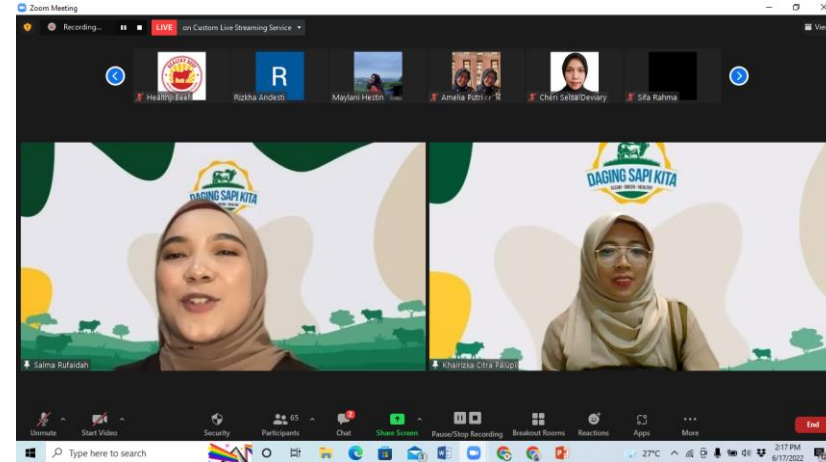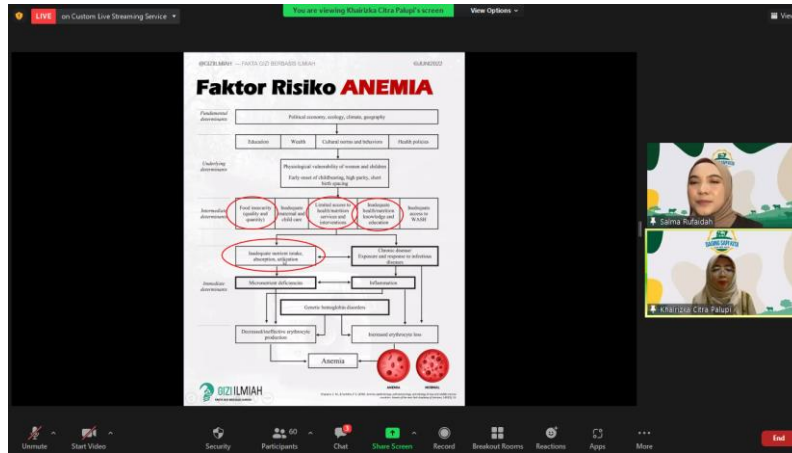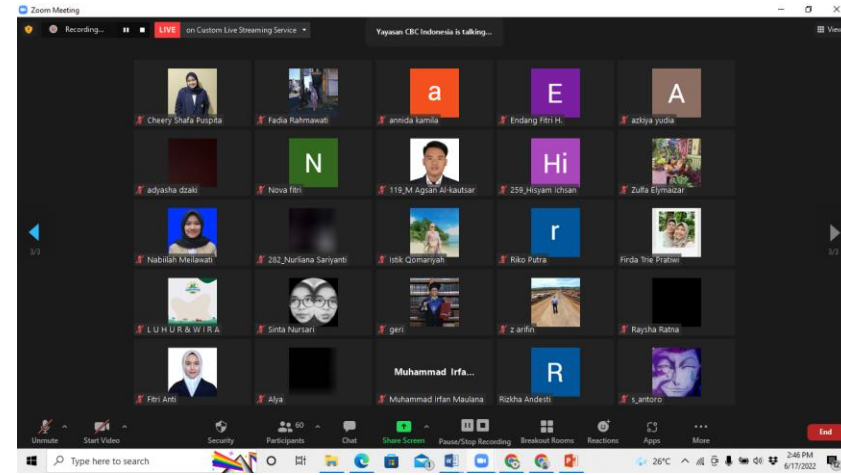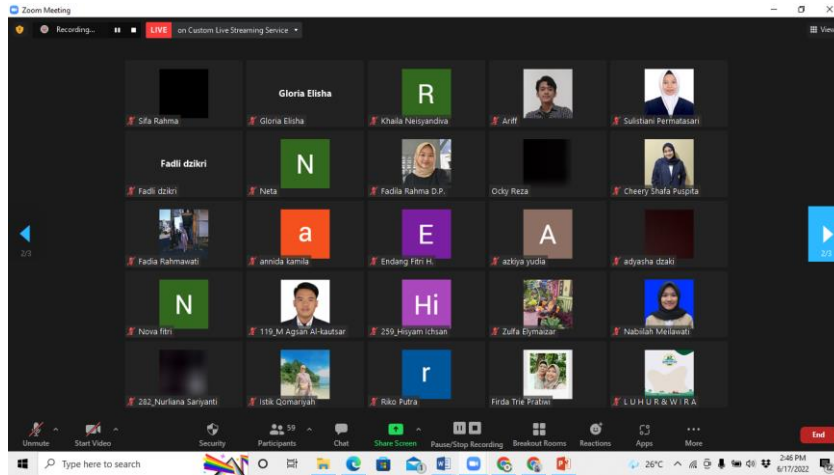
- **Webinar 2**
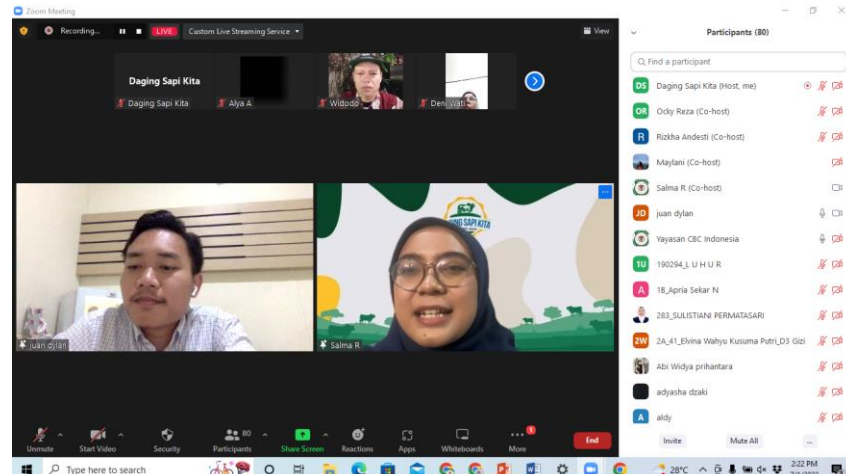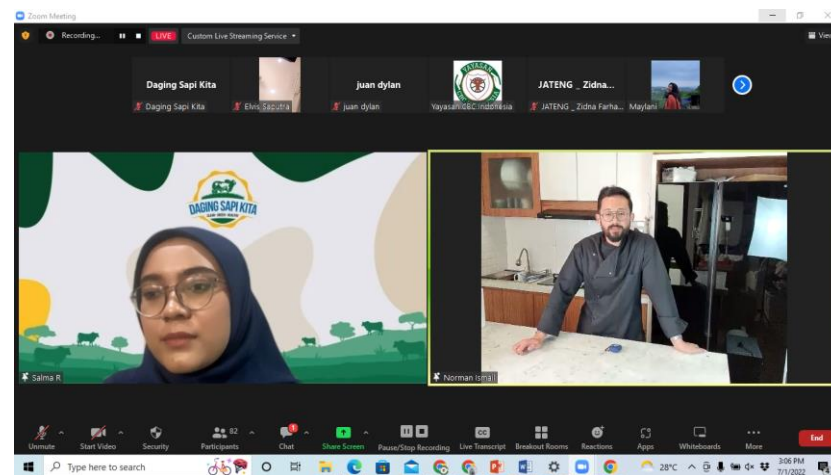
7.1.2. Cooking Demo

A. Cooking Demo 1

Table 13. Data of Pre-Test Participants

Name	Panaskan sedikit minyak atau margarin dalam wajan dengan api kecil untuk memanggang daging steak.	Bagian dalam daging steak yang masih berwarna merah cenderung pink, tetapi bagian luar daging jauh lebih matang dengan warna coklat yang lebih tua. Daging steak memiliki lapisan luar yang garing namun bagian dalamnya masih tetap lembut. Ciri-ciri ini berada pada tingkat kematangan …	Saya merasa perlu memberikan waktu bagi daging untuk mencapai suhu ruangan sebelum dipanggang.	Saya menganggap untuk mengetahui waktu memanggang dengan berapa suhunya, saya harus menentukan terlebih dulu tingkat kematangan steak yang diinginkan.	Saya berpandangan bahwa dengan menggunakan wajan datar berbahan besi atau grilling pan dapat menghasilkan daging steak yang baik.	Saya membalikkan daging steak selama beberapa kali saat memanggang terutama ketika panasnya tinggi.	Saya memeriksa kematangan daging steak dengan menekannya menggunakan ibu jari.
Devi Humaira	Benar	Medium rare	Setuju	Setuju	Setuju	Sering	Kadang-kadang
Tita	Salah	Medium rare	Setuju	Setuju	Setuju	Jarang	Jarang
Iin Indrawati	Benar	Medium well	Setuju	Setuju	Setuju	Kadang-kadang	Jarang
Yayu	Benar	Medium	Setuju	Setuju	Setuju	Selalu	Selalu
Ashila	Benar	Medium well	Sangat Setuju	Setuju	Sangat Setuju	Jarang	Jarang
Vannia	Benar	Medium rare	Sangat Setuju	Setuju	Setuju	Sering	Sering
Deviani	Benar	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Jarang
Liny	Benar	Medium rare	Sangat Setuju	Sangat Setuju	Setuju	Kadang-kadang	Kadang-kadang

Abdi	Benar	Medium	Setuju	Setuju	Setuju	Kadang-kadang	Jarang
Ichsan	Tidak tahu	Medium rare	Setuju	Setuju	Setuju	Jarang	Jarang
Rissa Rosalinda	Benar	Medium	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
Yudi Baretto	Benar	Medium well	Sangat Setuju	Setuju	Setuju	Sering	Jarang
Henny Loekitasari	Benar	Medium	Sangat Setuju	Sangat Setuju	Sangat Setuju	Sering	Kadang-kadang

Table 14. Data of Post-Test Participants

Name	Saya mengetahui bahwa seharusnya panaskan sedikit minyak atau margarin dalam wajan dengan api kecil untuk memanggang daging steak..	Saya mengetahui bahwa bagian dalam daging steak yang masih berwarna merah cenderung pink, tetapi bagian luar daging jauh lebih matang dengan warna coklat yang lebih tua. Daging steak memiliki lapisan luar yang garing namun bagian dalamnya masih tetap lembut. Ciri-ciri ini berada pada tingkat kematangan …	Saya merasa perlu memberikan waktu bagi daging untuk mencapai suhu ruangan sebelum dipanggang.	Saya menganggap untuk mengetahui waktu memanggang dengan berapa suhunya, saya harus menentukan terlebih dulu tingkat kematangan steak yang diinginkan.	Saya berpandangan bahwa dengan menggunakan wajan datar berbahan besi atau grilling pan dapat menghasilkan daging steak yang baik.	Saya akan membalikkan daging steak selama beberapa kali saat memanggang terutama ketika panasnya tinggi..	Saya akan memeriksa kematangan daging steak dengan menekannya menggunakan jari.
Devi Humaira	Salah	Medium well	Setuju	Setuju	Setuju	Selalu	Selalu
Tita	Salah	Medium well	Setuju	Sangat Setuju	Setuju	Jarang	Jarang
Iin Indrawati	Benar	Medium well	Sangat Setuju	Sangat Setuju	Setuju	Jarang	Selalu
Yayu	Salah	Medium	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Selalu

Ashila	*Salah*	*Medium well*	*Sangat Setuju*	*Setuju*	*Sangat Setuju*	*Jarang*	*Selalu*
Vannia	*Salah*	*Medium*	*Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Sering*	*Sering*
Deviani	*Benar*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Jarang*
Liny	*Salah*	*Medium*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Kadang-kadang*	*Kadang-kadang*
Abdi	*Salah*	*Medium well*	*Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Kadang-kadang*
Ichsan	*Salah*	*Medium well*	*Setuju*	*Setuju*	*Setuju*	*Kadang-kadang*	*Selalu*
Rissa Rosalinda	*Salah*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Jarang*
Yudi Baretto	*Benar*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Selalu*
Henny Loekitasari	*Salah*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Selalu*	*Selalu*

Table 15. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Knowledge		Attitude		Practice	
	Pre-Test	Post-Test	Pre-Test	Post-Test	Pre-Test	Post-Test
1	50	20	50	67	50	50
2	0	60	50	83	0	88
3	50	80	50	100	17	75
4	100	40	50	100	100	25
5	50	60	83	50	0	100
6	50	60	67	50	67	88
7	50	80	100	100	0	75
8	50	60	83	100	33	75
9	100	40	50	83	17	63
10	0	60	50	83	0	75
11	100	80	50	100	33	50
12	50	60	67	83	33	75
13	100	40	100	100	50	100

- **SPSS Results Paired Sample t-Test**

Table 16. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre_Test_1	57.69	13	34.437	9.551
	Post_Test_1	56.92	13	17.974	4.985

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre_Test_1 - Post_Test_1	.769	42.321	11.738	-24.805	26.343	.066	12	.949

Table 17. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre_Test_2	65.38	13	19.746	5.477
	Post_Test_2	84.54	13	18.568	5.150

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre_Test_2 - Post_Test_2	-19.154	26.156	7.254	-34.960	-3.348	-2.640	12	.022

Table 18. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre_Test_3	30.77	13	30.313	8.407
	Post_Test_3	72.23	13	21.178	5.874

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre_Test_3 - Post_Test_3	-41.462	45.193	12.534	-68.772	-14.151	-3.308	12	.006

Table 19. Data of Pre-Test Participants

Name	Panaskan sedikit minyak atau margarin dalam wajan dengan api kecil untuk memanggang daging steak.	Bagian dalam daging steak yang masih berwarna merah cenderung pink, tetapi bagian luar daging jauh lebih matang dengan warna coklat yang lebih tua. Daging steak memiliki lapisan luar yang garing namun bagian dalamnya masih tetap lembut. Ciri-ciri ini berada pada tingkat kematangan …	Saya merasa perlu memberikan waktu bagi daging untuk mencapai suhu ruangan sebelum dipanggang.	Saya menganggap untuk mengetahui waktu memanggang dengan berapa suhunya, saya harus menentukan terlebih dulu tingkat kematangan steak yang diinginkan.	Saya berpandangan bahwa dengan menggunakan wajan datar berbahan besi atau grilling pan dapat menghasilkan daging steak yang baik.	Saya membalikkan daging steak selama beberapa kali saat memanggang terutama ketika panasnya tinggi.	Saya memeriksa kematangan daging steak dengan menekannya menggunakan ibu jari.
vivi octavia	Tidak tahu	Medium rare	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Jarang
halida rubaya	Benar	Medium well	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
nurul aeni	Benar	Medium well	Tidak Setuju	Sangat Setuju	Setuju	Jarang	Jarang
dini mardhiyah	Benar	Medium rare	Sangat Setuju	Sangat Setuju	Setuju	Jarang	Kadang-kadang
vina	Benar	Medium well	Setuju	Setuju	Setuju	Jarang	Kadang-kadang
yulia rizki amelia	Benar	Medium rare	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Selalu
Irma Mariam	Benar	Medium rare	Tidak Setuju	Sangat Setuju	Setuju	Jarang	Jarang
Ratna Widuri	Benar	Medium rare	Setuju	Setuju	Tidak Setuju	Selalu	Kadang-kadang
Dessy Prapitasari	Benar	Medium well	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
Ika Lovita	Benar	Medium	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang

Name							
Desy	*Tidak tahu*	*Medium*	*Setuju*	*Setuju*	*Setuju*	*Jarang*	*Jarang*
Monaham Fachrudin	*Tidak tahu*	*Medium*	*Sangat Setuju*	*Sangat Setuju*	*Setuju*	*Kadang-kadang*	*Jarang*
Fitri	*Benar*	*Medium*	*Sangat Setuju*	*Setuju*	*Setuju*	*Kadang-kadang*	*Kadang-kadang*
tita	*Benar*	*Medium rare*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Selalu*	*Kadang-kadang*
winda w	*Benar*	*Medium rare*	*Setuju*	*Setuju*	*Setuju*	*Kadang-kadang*	*Jarang*
dyastuti prakoso	*Benar*	*Medium rare*	*Setuju*	*Sangat Setuju*	*Setuju*	*Kadang-kadang*	*Kadang-kadang*
dini ekawati	*Benar*	*Medium rare*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Jarang*
minna mekkarina	*Benar*	*Medium well*	*Sangat Tidak Setuju*	*Setuju*	*Setuju*	*Jarang*	*Kadang-kadang*
novi	*Benar*	*Medium well*	*Sangat Setuju*	*Setuju*	*Setuju*	*Jarang*	*Jarang*
eva	*Benar*	*Medium well*	*Sangat Setuju*	*Setuju*	*Setuju*	*Kadang-kadang*	*Jarang*
Septy Yuli	*Tidak tahu*	*Medium well*	*Tidak Setuju*	*Setuju*	*Setuju*	*Jarang*	*Jarang*
Atiet Sulistyarani	*Benar*	*Medium well*	*Sangat Setuju*	*Setuju*	*Setuju*	*Kadang-kadang*	*Jarang*
Niken	*Benar*	*Medium well*	*Setuju*	*Setuju*	*Setuju*	*Jarang*	*Jarang*
Bedah	*Benar*	*Medium*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Kadang-kadang*	*Kadang-kadang*
Mel	*Salah*	*Medium rare*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Kadang-kadang*	*Jarang*
Wulan	*Benar*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Jarang*
Shinta	*Benar*	*Medium well*	*Sangat Setuju*	*Sangat Setuju*	*Sangat Setuju*	*Jarang*	*Jarang*

Table 20. Data of Post-Test Participants

Name	*Saya mengetahui bahwa seharusnya panaskan sedikit minyak atau margarin dalam wajan dengan api kecil untuk memanggang*	*Saya mengetahui bahwa bagian dalam daging steak yang masih berwarna merah cenderung pink, tetapi bagian luar daging jauh lebih matang dengan*	*Saya merasa perlu memberikan waktu bagi daging untuk mencapai suhu ruangan sebelum dipanggang.*	*Saya menganggap untuk mengetahui waktu memanggang dengan berapa suhunya, saya harus menentukan terlebih dulu tingkat kematangan steak*	*Saya berpandangan bahwa dengan menggunakan wajan datar berbahan besi atau grilling pan dapat*	*Saya akan membalikkan daging steak selama beberapa kali saat memanggang terutama ketika panasnya tinggi..*	*Saya akan memeriksa kematangan daging steak dengan menekannya menggunakan jari.*

	daging steak..	warna coklat yang lebih tua. Daging steak memiliki lapisan luar yang garing namun bagian dalamnya masih tetap lembut. Ciri-ciri ini berada pada tingkat kematangan …		yang diinginkan.	menghasilkan daging steak yang baik.		
Vivi octavia	Salah	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Jarang
Halida rubaya	Benar	Medium well	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
Nurul aeni	Benar	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Selalu
Dini mardhiyah	Salah	Medium	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Jarang
Vina	Benar	Medium	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Sering
Yulia rizki amelia	Benar	Medium rare	Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
Irma Mariam	Salah	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Selalu
Ratna Widuri	Benar	Medium	Setuju	Setuju	Tidak Setuju	Selalu	Kadang-kadang
Dessy Prapitasari	Benar	Medium rare	Setuju	Setuju	Setuju	Jarang	Jarang
Ika Lovita	Benar	Medium rare	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Selalu
Desy	Salah	Medium	Sangat Setuju	Setuju	Sangat Setuju	Kadang-kadang	Jarang
Monaham Fachrudin	Benar	Medium	Sangat Setuju	Setuju	Setuju	Jarang	Kadang-kadang
Fitri	Benar	Medium rare	Setuju	Setuju	Tidak Setuju	Jarang	Kadang-kadang
tita	Benar	Medium rare	Sangat Setuju	Sangat Setuju	Sangat Setuju	Jarang	Selalu
winda w	Benar	Medium rare	Setuju	Setuju	Setuju	Jarang	Kadang-kadang
dyastuti prakoso	Benar	Medium rare	Setuju	Setuju	Setuju	Jarang	Kadang-kadang
dini ekawati	Salah	Medium	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Jarang
minna mekkarina	Salah	Medium well	Setuju	Setuju	Setuju	Selalu	Jarang

novi	Salah	Medium	Setuju	Setuju	Setuju	Kadang-kadang	Selalu
eva	Salah	Medium	Setuju	Tidak Setuju	Setuju	Jarang	Jarang
Septy Yuli	Benar	Medium well	Sangat Setuju	Setuju	Sangat Setuju	Kadang-kadang	Kadang-kadang
Atiet Sulistyarani	Benar	Medium well	Sangat Setuju	Setuju	Setuju	Kadang-kadang	Kadang-kadang
Niken	Benar	Medium well	Sangat Setuju	Setuju	Sangat Setuju	Kadang-kadang	Kadang-kadang
Bedah	Benar	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Kadang-kadang	Kadang-kadang
Mel	Salah	Medium rare	Sangat Setuju	Sangat Setuju	Sangat Setuju	Kadang-kadang	Jarang
Wulan	Salah	Medium well	Sangat Setuju	Sangat Setuju	Sangat Setuju	Selalu	Jarang
Shinta	Benar	Medium rare	Setuju	Setuju	Setuju	Selalu	Sering

Table 21. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Knowledge		Attitude		Practice	
	Pre-Test	Post-Test	Pre-Test	Post-Test	Pre-Test	Post-Test
1	0	60	100	100	0	75
2	50	80	50	50	33	75
3	50	60	50	100	0	100
4	50	100	83	100	17	69
5	50	100	50	100	17	69
6	50	60	100	50	67	75
7	50	60	50	100	0	75
8	50	100	33	33	50	88
9	50	80	50	50	33	50
10	100	80	50	100	33	75
11	50	60	50	83	0	63
12	50	80	83	67	17	13
13	100	60	67	33	33	63
14	50	80	100	100	50	75
15	50	60	50	50	17	63
16	50	80	67	50	33	63

17	50	80	100	100	0	75
18	50	60	33	50	17	75
19	50	80	67	50	0	88
20	50	60	67	33	17	50
21	0	60	33	83	0	75
22	50	80	67	67	17	75
23	50	60	50	83	0	75
24	100	80	100	100	33	75
25	0	60	100	100	17	63
26	50	60	100	100	0	75
27	50	60	100	50	0	94

Table 22. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	50.00	27	24.019	4.623
	Postest	71.85	27	13.878	2.671

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	-21.852	24.813	4.775	-31.667	-12.036	-4.576	26	.000

Table 23. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	68.52	27	24.203	4.658
	Postest	73.41	27	25.883	4.981

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	-4.889	29.585	5.694	-16.592	6.814	-.859	26	.398

Table 24. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest	18.56	27	18.645	3.588
	Postest	70.78	27	16.087	3.096

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pretest - Postest	-52.222	26.057	5.015	-62.530	-41.915	-10.414	26	.000

C. Cooking Demo Documentation

- **Kick Off**

● **Cooking Demo 1**

- **Cooking Demo 2**

7.1.3. Social Media Campaign

- Did You Know Australian Cattle Breed

- Food Safety Standard

- Foot and Mouth Disease

- "Daging Sapi Kita" (DSK) Grand Launching

- Podcast #1 Indonesia - Australia Beef Industry

- Webinar I "Benefits of Beef for Women and Pregnant Women to Increase Immunity and Overcome Anemia"

- Beef Contains Important Micronutrients Especially Iron

- Let's Eat More Beef

- Webinar II "Tips for Choosing, Storing, and Processing Fresh Beef with the Right Method"

- Nutrition inside Beef

- Tips for Qurban in FMD Situations

- Parts and Types of Beef

- Nusantara Cuisine and Beef Section

- How to Choose Fresh Beef

- DSK Grand Lauching Video Activity

- Simple Beef Cuisine and the Meat Used

- Simple Tools and Ingredients for Cooking Bulgogi

- August Promo

- Podcast #2 The Quality of Beef

- Podcast #3 How to choose good Beef

- Podcast #4 How to Process Easy and Simple Meat at Home

- Beef cooking tutorial

- Podcast #5 How to process meat for resto menu
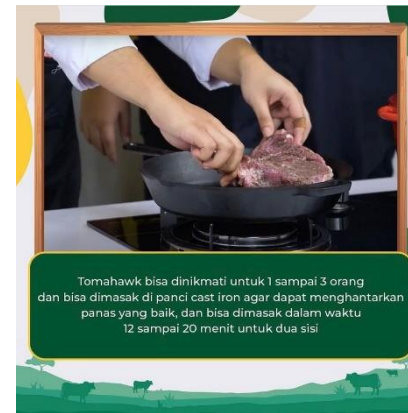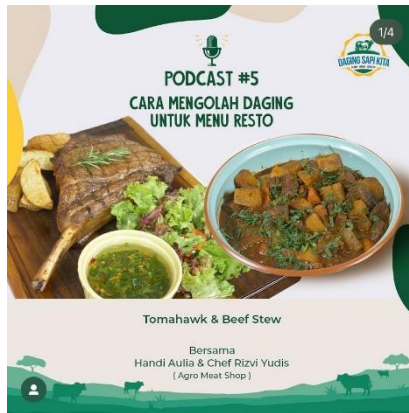
- Podcast #6 Beef Cattle Business from Livestock to Restaurants

7.2 Product Segmentation, Marketing, and Promotion of Fresh Beef in Meat Kiosk

7.2.1 Butchering Demo

A. Butchering Demo 1

Table 25. Data of Pre-Test Participants

Name	Membersihkan alat-alat sehabis memotong daging dapat mengurangi kontaminasi dengan daging	Di Indonesia karkas dibagi menjadi 3 golongan, daging gandik termasuk kedalam golongan berapa?	Manakah yang termasuk dalam jenis pisau untuk penanganan daging?	Bilah pisau harus memenuhi beberapa hal, yaitu	Saya menganggap penggunaan alat-alat yang bersih bermanfaat dalam menjaga kualitas daging	Saya merasa dengan memotong daging sapi sesuai prosedur meningkatkan penjualan saya.	Saya berpandangan bahwa dengan menggunakan alat yang sesuai dapat menjaga kualitas daging sapi.	Saya menggunakan alat yang sesuai untuk melakukan penanganan karkas dalam menjaga kualitas daging	Saya memotong bagian daging sapi sesuai dengan aturan demi menjaga kualitas daging.	Saya membersihkan peralatan setelah memotong daging sapi.
Mas Tiwo	Benar	Golongan Karkas Kelas I	Pisau serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Sering	Selalu	Selalu

Darma	Tidak tahu	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Setuju	Selalu	Selalu	Selalu
Yayang	Benar	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Setuju	Selalu	Selalu	Selalu
Jejen	Benar	Golongan Karkas Kelas I	Pisau serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Hilman	Benar	Golongan Karkas Kelas I	Pisau serbaguna	Bilah pisau harus	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

				mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Uki	*Benar*	*Golongan Karkas Kelas III*	*Pisau pengiris ham*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Hasan	*Benar*	*Golongan Karkas Kelas I*	*Gergaji*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Edoy	*Tidak tahu*	*Golongan*	*Pisau*	*Bilah pisau*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

		Karkas Kelas I	serbaguna	harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Ee Sulaeman	Benar	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Setuju	Selalu	Selalu	Selalu
Arman Oktavian	Benar	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Setuju	Selalu	Selalu	Selalu
Ujang Suherman	Benar	Golongan Karkas Kelas II	Pisau serbaguna	Bilah pisau harus lebih panjang	Sangat setuju	Sangat setuju	Setuju	Selalu	Selalu	Selalu

				dibandingkan dengan makanan yang akan dipotong						
Adriyan A	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna, Pisau penyayat daging, dan Pisau untuk mengeluarkan tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Sering*	*Sering*	*Selalu*
Anwar M	*Benar*	*Golongan Karkas Kelas I*	*Pisau penyayat daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Sering*	*Sering*	*Sering*
Yusup	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus*	*Setuju*	*Setuju*	*Setuju*	*Jarang*	*Kadang-kadang*	*Sering*

				mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Nia Kurniawan	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Endin	*Benar*	*Golongan Karkas Kelas I*	*Pisau untuk mengeluarkan tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Sering*	*Kadang-kadang*	*Selalu*
Rono	*Benar*	*Golongan*	*Pisau*	*Bilah pisau*	*Setuju*	*Setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*

		Karkas Kelas I	serbaguna	harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Abdul Azis Patah Yassin	Benar	Golongan Karkas Kelas I	Pisau serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Setuju	Sangat setuju	Selalu	Selalu	Sering
Akbar Muhammad	Benar	Golongan Karkas Kelas I	Pisau penyayat daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan	Sangat setuju	Sangat setuju	Tidak setuju	Selalu	Selalu	Selalu

				penggunaann ya					
Ropi Nurpalah	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Sering*	*Kadang-kadang*	*Selalu*
Didi	*Benar*	*Golongan Karkas Kelas II*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Derry Alpriadi	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus lebih panjang dibandingkan dengan*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*

				makanan yang akan dipotong						
Alfin	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Setuju*	*Setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Agus Olan	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Sering*	*Sering*	*Sering*
Heri Heryadi	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya						
			Pisau serbaguna	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Lili	*Benar*	*Golongan Karkas Kelas I*								
			Pisau penyayat daging	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Aik	*Tidak tahu*	*Golongan Karkas Kelas I*								

					Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Dede Muhammad	Benar	Golongan Karkas Kelas I	Pisau untuk mengeluarkan tulang	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Andi	Benar	Golongan Karkas Kelas I	Pisau penyayat daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Dodong	Tidak tahu	Golongan Karkas Kelas I	Pisau penyayat daging	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

Mamat	*Benar*	*Golongan Karkas Kelas I*	*Pisau penyayat daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Aziz	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Sering*	*Selalu*	*Selalu*
Fajar	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				sesuai dengan penggunaann ya						
Andi Saptiana	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Nunu Toniman	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Sandi	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya						
			Pisau serbaguna	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*
Jojo	*Salah*	*Golongan Karkas Kelas I*								
Epi Kunaepi	*Benar*	*Golongan Karkas Kelas III*	*Pisau penyayat daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

			Pisau serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Setuju	Setuju	Setuju	Selalu	Selalu	Sering
Ujang	Benar	Golongan Karkas Kelas I								
			Pisau penyayat daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Setuju	Sangat setuju	Sering	Sering	Selalu
Imal Ruhiman	Benar	Golongan Karkas Kelas I								

Table 26. Data of Post-Test Participants

Name	Membersihkan alat-alat sehabis memotong daging dapat mengurangi	Saya mengetahui bahwa daging gandik termasuk kedalam	Saya mengetahui bahwa yang termasuk dalam jenis pisau untuk	Saya mengetahui bahwa bilah pisau harus memenuhi beberapa hal,	Saya menganggap penggunaan alat-alat yang bersih bermanfaat	Saya merasa dengan memotong daging sapi sesuai prosedur	Saya berpandangan bahwa dengan menggunakan alat yang	Saya akan membersihkan peralatan setelah memotong daging sapi.	Saya akan memotong bagian daging sapi sesuai dengan aturan demi	Saya menggunakan alat yang sesuai untuk melakukan penanganan

	kontaminasi dengan daging	*golongan*	*penanganan daging*	*yaitu*	*dalam menjaga kualitas daging*	*meningkatkan penjualan saya.*	*sesuai dapat menjaga kualitas daging sapi.*		*menjaga kualitas daging.*	*karkas dalam menjaga kualitas daging*
Mas Tino	*Benar*	*Golongan Karkas Kelas I*	*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Darma	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Yayang	*Tidak tahu*	*Golongan Karkas Kelas III*	*Pisau koki*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				yang akan dipotong						
Jejen	Benar	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Hilman	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Uki	Benar	Golongan Karkas Kelas II	Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Setuju	Sangat setuju	Selalu	Selalu	Selalu

Hasan	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Edoy	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Ee Sulaeman	Benar	Golongan Karkas Kelas I	Pisau Pengiris Ham	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

Arman Oktavian	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Adriyan A	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Ujang S	*Benar*	*Golongan Karkas Kelas I*	*Pisau koki*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

Anwar	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Agus O	Benar	Golongan Karkas Kelas I	Pisau koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Heri	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Lili	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus	Sangat setuju	Sangat setuju	Sangat setuju	Sering	Selalu	Selalu

				mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Aik	Benar	Golongan Karkas Kelas I	Pisau Koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Dede Muhamad	Benar	Golongan Karkas Kelas I	Pisau untuk mengeluarkan tulang	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Andi	Benar	Golongan	Pisau Koki	Bilah pisau	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

		Karkas Kelas II		harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Dodong	Benar	Golongan Karkas Kelas II	Pisau Koki	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Rono	Benar	Golongan Karkas Kelas I	Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan	Setuju	Setuju	Setuju	Selalu	Selalu	Selalu

				penggunaann ya						
Endin	*Benar*	*Golongan Karkas Kelas I*	*Pisau Pengiris Ham, Pisau untuk mengeluarkan tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Yusup	*Benar*	*Golongan Karkas Kelas I*	*Pisau untuk mengeluarkan tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*
Nia Kurniawan	*Benar*	*Golongan Karkas Kelas II*	*Pisau koki, Pisau untuk mengeluarkan tulang*	*Bilah pisau harus mempunyai panjang, lebar,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya						
Alfin			*Pisau serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*
	Benar	*Golongan Karkas Kelas I*								
Deri Alrpriadi			*Pisau koki*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
	Benar	*Golongan Karkas Kelas I*								
Didi			*Pisau koki*	*Bilah pisau harus mempunyai panjang,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
	Benar	*Golongan Karkas Kelas II*								

				lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya					
Ropi Nurpalah			Pisau serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu
	Benar	Golongan Karkas Kelas I							
Akbar			Pisau koki	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu
	Benar	Golongan Karkas Kelas I							

Note: The table above has additional "Selalu" values in a further right column for both Ropi Nurpalah and Akbar rows.

Abdul Azis Patah Yassin	*Benar*	*Golongan Karkas Kelas I*	*Pisau pengiris ham*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Mamat	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Aziz	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna, Pisau koki*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

Fajar	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Andi Saptiana	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Nunu Toniman	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna, Pisau koki*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				sesuai dengan penggunaann ya						
Sandi	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Jojo	*Benar*	*Golongan Karkas Kelas I*	*Pisau penyayat daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Epi	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna*	*Bilah pisau harus mempunyai panjang,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya						
Ujang			Pisau Serbaguna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
	Benar	Golongan Karkas Kelas I								
Imal Ruhiman			Pisau pengiris ham	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaann ya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
	Benar	Golongan Karkas Kelas I								

Table 27. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Pengetahuan		Sikap		Perilaku	
	Pre Test	Post Test	Pre Test	Post Test	Pre Test	Post Test
1	42	42	83	83	92	100
2	50	42	100	100	84	100
3	42	42	100	100	76	100
4	17	42	100	100	100	100
5	42	42	67	100	100	100
6	42	42	50	50	100	50
7	42	67	100	100	100	100
8	42	42	100	100	100	100
9	42	42	83	100	76	100
10	42	42	83	83	100	100
11	42	46	100	100	92	100
12	17	42	83	83	100	100
13	42	42	100	100	100	100

14	42	42	83	83	100	100
15	67	67	100	100	100	100
16	17	67	100	100	100	100
17	17	42	100	100	100	100
18	42	42	83	100	100	100
19	42	46	83	83	75	100
20	42	42	100	100	100	100
21	42	42	100	100	100	100
22	42	42	100	100	100	100
23	42	42	100	100	100	100
24	42	42	100	100	100	100
25	42	42	83	100	76	100
26	42	42	100	100	100	100
27	17	42	50	100	76	100
28	42	42	100	100	100	83
29	42	42	100	100	100	100

30	42	42	100	100	92	100
31	42	71	100	100	100	100
32	42	46	67	100	100	100
33	42	42	50	50	100	100
34	42	42	83	100	75	100
35	42	42	100	100	100	100
36	42	42	50	100	92	100
37	67	42	83	100	100	100
38	42	67	83	83	100	100
39	42	17	83	100	100	100
40	42	42	67	50	50	50

Table 28. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	40.33	40	10.533	1.665
	Post Test	44.90	40	9.711	1.535

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2–tailed)
Pair 1	Pre Test – Post Test	−4.575	13.974	2.210	−9.044	−.106	−2.071	39	.045

Table 29. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	87.43	40	16.338	2.583
	Post Test	93.70	40	14.002	2.214

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre Test – Post Test	−6.275	13.983	2.211	−10.747	−1.803	−2.838	39	.007

Table 30. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	93.90	40	11.410	1.804
	Post Test	97.08	40	11.262	1.781

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre Test – Post Test	−3.175	12.862	2.034	−7.288	.938	−1.561	39	.127

Table 31. Data of Pre-Test Participants

Name	Membersihkan alat-alat sehabis memotong daging dapat mengurangi kontaminasi dengan daging	Di Indonesia daging dibagi menjadi 3 golongan, daging gandik termasuk kedalam golongan berapa?	Manakah yang termasuk dalam jenis pisau untuk penanganan daging?	Bilah pisau harus memenuhi beberapa hal, yaitu	Saya menganggap penggunaan alat-alat yang bersih bermanfaat dalam menjaga kualitas daging	Saya merasa dengan memotong daging sapi sesuai prosedur meningkatkan penjualan saya.	Saya berpandangan bahwa dengan menggunakan alat yang sesuai dapat menjaga kualitas daging sapi.	Saya menggunakan alat yang sesuai untuk melakukan penanganan karkas dalam menjaga kualitas daging	Saya memotong bagian daging sapi sesuai dengan aturan demi menjaga kualitas daging.	Saya membersihkan peralatan setelah memotong daging sapi.
Agung Lesmana	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging, Pisau Pengiris Ham	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Jarang	Sering	Selalu
Andi A	Benar	Golongan Karkas Kelas II	Pisau Serba Guna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

			yang didesain sesuai dengan penggunaanny a						
Ari Ginanjar	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serba Guna, Pisau Penyayat Daging, Pisau Koki, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaanny a*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Arif Wahyudih	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serba Guna, Pisau Penyayat Daging, Pisau Koki, Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaanny a, Bilah pisau harus lebih panjang dibandingkan dengan*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Sering*	*Selalu*	*Selalu*

				makanan yang akan dipotong						
Arman Agung Purwanto	*Benar*	*Golongan Karkas Kelas III*	*Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaanny a*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Jarang*	*Selalu*	*Selalu*
Ayi Jujun	*Benar*	*Golongan Karkas Kelas II*	*Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Setuju*	*Setuju*	*Setuju*	*Jarang*	*Selalu*	*Selalu*
Budi Setawan	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaanny*	*Sangat setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*

				a, Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong						
Budi Setyadi Kemal	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Cahyanto	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Jarang*	*Selalu*	*Selalu*
Dani Mulyadi	*Benar*	*Golongan*	*Pisau Penyayat*	*Bilah pisau*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*

		Karkas Kelas II	Daging, Pisau untuk Mengeluarkan Tulang	harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaanny a						
Deo Tirta	Benar	Golongan Karkas Kelas II	Pisau Serba Guna, Pisau Penyayat Daging, Pisau Pengiris Ham	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Setuju	Setuju	Setuju	Selalu	Selalu	Selalu
E. Saepuloh	Benar	Golongan Karkas Kelas II	Pisau Koki	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Setuju	Sangat setuju	Sering	Selalu	Selalu
Edwin Irawan	Benar	Golongan Karkas Kelas II	Pisau Pengiris Ham	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan	Sangat setuju	Sangat setuju	Sangat setuju	Jarang	Selalu	Selalu

				sudut bilat yang didesain sesuai dengan penggunaannya						
Gan Gan Muhammad Sopyan	*Benar*	*Golongan Karkas Kelas I*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Hasan S	*Benar*	*Golongan Karkas Kelas III*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Ijang Sandi	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk*	*Bilah pisau harus mempunyai*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

			Mengeluarkan Tulang	panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Ikhsan	Benar	Golongan Karkas Kelas II	Gergaji	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya, Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Setuju	Setuju	Kadang-kadang	Sering	Selalu
Ikmal Ismail	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging, Pisau Koki, Pisau untuk Mengeluarkan	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan	Setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

			Tulang	sudut bilat yang didesain sesuai dengan penggunaannya						
Irfan Agung Pratamah	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu
Iwan Setiawan	Benar	Golongan Karkas Kelas II	Pisau Serba Guna, Pisau Penyayat Daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Jarang	Selalu	Selalu
Jejen Jaenudin	Benar	Golongan Karkas Kelas II	Pisau Serba Guna	Bilah pisau harus mempunyai	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Selalu

				panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya					
Langlang Reza Karisman	Benar	Golongan Karkas Kelas III	Pisau Serba Guna	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Jarang	Selalu	Selalu
Maltoi Restio	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging	Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong	Sangat setuju	Sangat setuju	Sangat setuju	Kadang-kadang	Sering	Sering
Maman Junaedi	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging	Bilah pisau harus mempunyai panjang, lebar,	Sangat setuju	Sangat setuju	Sangat setuju	Jarang	Sering	Selalu

			ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Oky Oktaviady	*Benar*	*Golongan Karkas Kelas II*	*Pisau Pengiris Ham*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Rachman Ramdhani	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Rohendi	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau*	*Bilah pisau harus*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Jarang*	*Selalu*	*Selalu*

			untuk Mengeluarkan Tulang	*mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*						
Sansan Samsul Anwar	*Benar*	*Golongan Karkas Kelas II*	*Pisau Pengiris Ham*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Jarang*	*Selalu*	*Selalu*
Supriyandi	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serba Guna, Pisau Penyayat Daging, Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya, Bilah pisau*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Kadang-kadang*	*Sering*	*Selalu*

				harus lebih panjang dibandingkan dengan makanan yang akan dipotong						
Tamid Sutiono	*Benar*	*Golongan Karkas Kelas I*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Tata	*Benar*	*Golongan Karkas Kelas III*	*Pisau Koki*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Teguh Karyono	*Benar*	*Golongan Karkas Kelas III*	*Pisau Serba Guna*	*Bilah pisau harus lebih*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				panjang dibandingkan dengan makanan yang akan dipotong						

Table 32. Data of Post-Test Participants

Nama	Membersihkan alat-alat sehabis memotong daging dapat mengurangi kontaminasi dengan daging	Setelah mengikuti pelatihan ini, saya mengetahui bahwa daging gandik termasuk kedalam golongan ...	Setelah mengikuti pelatihan ini, saya mengetahui bahwa yang termasuk dalam jenis pisau untuk penanganan daging ...	Setelah mengikuti pelatihan ini, saya mengetahui bahwa bilah pisau harus memenuhi beberapa hal, yaitu	Setelah mengikuti pelatihan ini, saya menganggap penggunaan alat-alat yang bersih bermanfaat dalam menjaga kualitas daging	Setelah mengikuti pelatihan ini, saya merasa dengan memotong daging sapi sesuai prosedur meningkatkan penjualan saya.	Setelah mengikuti pelatihan ini, saya berpandangan bahwa dengan menggunakan alat yang sesuai dapat menjaga kualitas daging sapi.	Setelah mengikuti pelatihan ini, saya akan membersihkan peralatan setelah memotong daging sapi.	Setelah mengikuti pelatihan ini, saya akan memotong bagian daging sapi sesuai dengan aturan demi menjaga kualitas daging.	Setelah mengikuti pelatihan ini, saya menggunakan alat yang sesuai untuk melakukan penanganan karkas dalam menjaga kualitas daging
Agung Lesmana	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Setuju	Setuju	Selalu	Sering	Sering

			Pisau Serbaguna	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*						
Andi A	*Benar*	*Golongan Karkas Kelas II*		*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Ari Ginanjar	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau Koki, Pisau Pengiris Ham, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Arif Wahyudih	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau Koki, Pisau untuk Mengeluarkan Tulang,*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

			Gergaji	*penggunaannya*							
Arman Agung Purwanto	*Benar*	*Golongan Karkas Kelas III*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang Gergaji*	*Bilah pisau harus lebih panjang dibandingkan dengan makanan yang akan dipotong*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Ayi Jujun	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna, Pisau untuk Mengeluarkan Tulang, Gergaji, Pisau pembelah tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Budi Setawan	*Benar*	*Golongan Karkas Kelas II*	*Pisau untuk Mengeluarkan Tulang, Pisau bonning*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan*	*Sangat setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*

				penggunaannya						
Budi Setyadi Kemal	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Cahyanto	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Dani Mulyadi	*Benar*	*Golongan Karkas Kelas I*	*Pisau untuk Mengeluarkan Tulang, Gergaji, Pisau pembelah daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				didesain sesuai dengan penggunaannya						
Deo Tirta	*Benar*	*Golongan Karkas Kelas III*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Sering*
E. Saepuloh	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji, Pisau pembelah daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Edwin Irawan	*Benar*	*Golongan Karkas Kelas II*	*Pisau Pengiris Ham, Pisau untuk Mengeluarkan*	*Bilah pisau harus mempunyai panjang, lebar,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

			Tulang, Gergaji	ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Gan Gan Muhammad Sopyan	*Benar*	*Golongan Karkas Kelas I*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Hasan S	*Benar*	*Golongan Karkas Kelas III*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Ijang Sandi	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau*	*Bilah pisau harus*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*

			untuk Mengeluarkan Tulang, Gergaji	*mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*					
Ikhsan	*Benar*	*Golongan Karkas Kelas II*	*Pisau untuk Mengeluarkan Tulang, Pisau bonning*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Setuju*	*Setuju*	*Sering*	*Sering*	*Sering*
Ikmal Ismail	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang, Gergaji, Pisau Pembelah Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

Irfan Agung Pratamah	*Benar*	*Golongan Karkas Kelas I*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Iwan Setiawan	*Benar*	*Golongan Karkas Kelas II*	*Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Jejen Jaenudin	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				penggunaannya						
Langlang Reza Karisman	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Maltoi Restio	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Maman Junaedi	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang*	*Sangat setuju*	*Setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				didesain sesuai dengan penggunaannya						
Oky Oktaviady	*Benar*	*Golongan Karkas Kelas II*	*Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Rachman Ramdhani	*Benar*	*Golongan Karkas Kelas I*	*Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*
Rohendi	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna, Pisau Penyayat Daging, Pisau*	*Bilah pisau harus mempunyai panjang, lebar,*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

			untuk Mengeluarkan Tulang, Gergaji	ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						
Sansan Samsul Anwar	Benar	Golongan Karkas Kelas II	Pisau Penyayat Daging	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya	Sangat setuju	Sangat setuju	Sangat setuju	Selalu	Selalu	Jarang
Supriyandi	Benar	Golongan Karkas Kelas I	Pisau Penyayat Daging, Pisau untuk Mengeluarkan Tulang, Gergaji	Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya, Bilah pisau harus lebih panjang	Sangat setuju	Setuju	Setuju	Sering	Selalu	Jarang

				dibandingkan dengan makanan yang akan dipotong						
Tamid Sutiono	*Benar*	*Golongan Karkas Kelas II*	*Pisau Penyayat Daging, Pisau Pengiris Ham, Pisau untuk Mengeluarkan Tulang, Gergaji*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat tidak setuju*	*Sangat tidak setuju*	*Sangat tidak setuju*	*Selalu*	*Selalu*	*Selalu*
Tata	*Benar*	*Golongan Karkas Kelas III*	*Pisau untuk Mengeluarkan Tulang*	*Bilah pisau harus mempunyai panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya*	*Sangat setuju*	*Sangat setuju*	*Setuju*	*Selalu*	*Selalu*	*Selalu*
Teguh Karyono	*Benar*	*Golongan Karkas Kelas II*	*Pisau Serbaguna*	*Bilah pisau harus mempunyai*	*Sangat setuju*	*Sangat setuju*	*Sangat setuju*	*Selalu*	*Selalu*	*Selalu*

				panjang, lebar, ketebalan dan sudut bilat yang didesain sesuai dengan penggunaannya						

Table 33. Data of Paired Sample t-Test Pre-Test and Post-Test

No	Pengetahuan		Sikap		Perilaku	
	Pre Test	Post Test	Pre Test	Post Test	Pre Test	Post Test
1	71	75	100	84	67	84
2	67	67	100	100	100	100
3	79	84	100	100	100	100
4	96	84	83	100	92	100
5	42	50	83	100	75	100
6	67	75	50	92	75	100
7	67	67	67	84	76	76
8	79	75	100	100	100	100
9	71	75	83	92	75	100
10	71	50	83	100	100	100
11	75	42	50	92	100	92

12	67	54	83	92	92	100
13	67	75	100	100	75	100
14	42	50	100	100	100	100
15	46	50	100	100	100	100
16	71	75	100	92	100	100
17	79	67	67	84	75	76
18	75	84	83	100	100	100
19	67	54	100	100	100	100
20	71	67	100	100	75	100
21	67	75	100	100	100	100
22	42	75	100	100	75	100
23	67	79	100	100	67	100
24	67	67	100	92	67	100

25	67	75	100	100	100	100
26	67	46	100	100	100	100
27	71	79	100	100	75	100
28	67	67	100	100	75	75
29	67	50	100	84	75	67
30	42	92	100	0	100	100
31	42	42	100	92	100	100
32	42	67	100	100	100	100

- **SPSS Results Paired Sample t-Test**

Table 34. Paired Sample t-Test Result (Knowledge)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	64.94	32	13.383	2.366
	Post Test	66.69	32	13.710	2.424

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre Test - Post Test	-1.750	15.858	2.803	-7.468	3.968	-.624	31	.537

Table 35. Paired Sample t-Test Result (Attitude)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	91.63	32	14.666	2.593
	Post Test	93.13	32	17.924	3.169

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre Test - Post Test	-1.500	22.758	4.023	-9.705	6.705	-.373	31	.712

Table 36. Paired Sample t-Test Result (Practice)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre Test	87.84	32	13.310	2.353
	Post Test	95.94	32	9.259	1.637

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pre Test - Post Test	-8.094	12.703	2.246	-12.674	-3.514	-3.604	31	.001

- **Butchering Demo 1**

- **Butchering Demo 2**

A. **Personal Protective Equipment**

B. Display Product

C. **Promotion Tools**
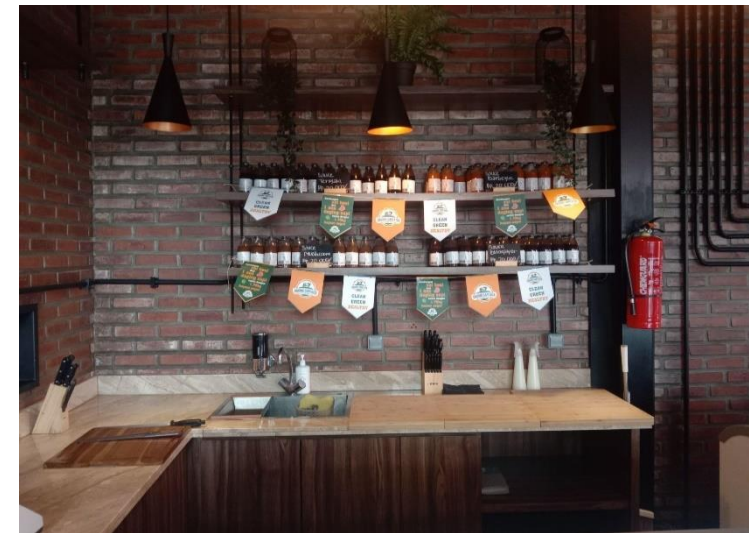
7.2.3 Collecting Sales Information

Table 37. Bandung Meat Kiosks Sales Data

Date	May	June	July	August	September	October
			Month			
1	545.40	75.50	678.00	412.50	462.20	697.30
2	-	-	1,064.00	773.70	562.70	591.60
3	-	-	494.40	432.00	564.00	533.00
4	542.00	171.00	484.00	368.60	543.00	424.00
5	441.00	260.00	458.00	503.20	547.30	852.90
6	887.13	-	718.00	553.50	686.80	629.20
7	921.00	233.00	600.00	639.00	669.80	592.90
8	227.00	53.80	660.00	569.20	315.40	826.00
9	521.40	191.00	1,513.00	326.00	421.50	442.00
10	529.00	175.00	490.00	739.60	408.00	479.10
11	540.60	210.00	419.00	368.20	546.00	844.70

12	549.30	185.00	639.00	563.90	424.00	587.00
13	749.00	84.80	833.00	465.00	651.90	576.70
14	852.00	311.00	225.00	532.00	485.00	875.00
15	669.00	178.50	1,000.50	375.10	466.50	955.00
16	261.00	296.00	881.00	394.10	700.90	544.00
17	569.80	908.10	608.00	538.20	467.00	601.60
18	494.00	806.00	591.30	435.00	309.00	948.50
19	512.50	494.00	56.50	525.00	562.10	652.50
20	545.00	606.00	-	669.50	266.80	644.00
21	591.50	204.00	67.60	323.00	457.90	722.00
22	526.00	533.00	937.80	465.00	594.70	481.00
23	290.00	484.00	799.00	632.70	715.00	441.00
24	277.00	788.30	622.00	466.00	685.30	529.10
25	52.70	748.00	623.40	560.90	303.00	468.80
26	566.00	504.00	654.00	533.00	448.00	460.00
27	395.00	520.00	552.50	648.50	298.80	571.00

28	292.50	492.00	455.30	300.00	357.00	941.00
29	581.00	407.00	474.00	689.60	671.50	1,039.50
30	269.40	579.00	513.00	433.40	573.10	483.30
31	232.00	-	424.00	284.00	-	991.80
TOTAL	**14,429.23**	**10,498.00**	**18,535.30**	**15,519.40**	**15,164.20**	**20,425.50**

Table 38. Bandung Meat Shop Sales Data

Date	May	June	July	August	September	October
			Month			
1	210.70	108.24	101.81	81.63	83.68	165.35
2	-	70.59	164.35	71.54	85.07	80.92
3	-	67.80	125.36	112.31	143.05	90.06
4	-	118.49	96.60	105.05	107.85	73.47
5	-	67.44	103.64	99.27	131.05	104.97
6	156.11	93.24	154.59	121.20	65.06	80.25
7	147.40	97.76	150.07	123.07	144.99	117.52
8	70.58	114.19	320.27	90.61	50.27	121.29
9	81.19	67.44	284.01	67.40	111.24	73.40
10	68.10	93.24	-	107.45	131.31	81.41
11	99.43	97.76	90.61	121.37	39.90	70.08
12	77.90	114.19	60.55	111.57	71.73	130.74
13	64.16	67.81	53.96	156.28	152.96	104.27
14	125.22	61.31	55.88	114.16	129.29	89.73

15	102.03	118.27	61.96	55.08	103.24	132.99
16	91.16	63.75	64.19	132.27	95.59	102.98
17	37.76	112.21	61.05	164.23	142.61	77.61
18	88.62	107.45	81.86	51.06	93.19	47.44
19	78.93	108.83	37.70	60.28	73.13	110.84
20	62.95	94.23	78.99	181.85	106.38	73.00
21	85.07	44.57	85.60	90.00	120.66	83.99
22	74.18	97.30	49.89	91.36	87.18	109.42
23	69.23	86.62	109.91	134.71	115.80	99.34
24	53.91	73.34	83.76	95.08	165.55	86.51
25	107.52	111.33	104.36	69.29	104.20	85.14
26	92.96	81.37	54.79	81.69	58.22	160.76
27	126.50	105.99	89.26	127.89	57.16	68.95
28	140.20	79.90	97.20	110.79	134.58	142.64
29	88.77	129.62	130.33	70.96	98.23	144.23
30	114.18	91.56	114.81	90.31	129.50	82.84
31	84.60	-	63.39	104.01	-	67.94
TOTAL	**2,599.36**	**2,745.84**	**3,130.75**	**3,193.77**	**3,132.67**	**3,060.08**

Table 39. Tasikmalaya Meat Kiosks Sales Data

Date	Month					
	May	June	July	August	September	October
1	14,230.87	2,881.07	1,817.66	1,171.40	1,129.05	1,335.30
2	-	3,065.72	1,545.35	1,327.67	1,000.31	1,185.38
3	2,814.16	2,910.29	1,715.60	1,312.85	1,115.92	1,639.79
4	2,237.77	2,883.19	1,520.15	1,804.96	1,010.47	1,364.09
5	3,068.26	2,997.96	1,697.81	1,535.19	1,320.47	1,719.41
6	3,055.13	1,551.28	1,333.60	1,376.80	1,446.68	1,528.84
7	2,871.33	3,221.27	1,600.41	1,328.94	1,169.71	1,675.37
8	2,267.84	3,405.36	1,502.15	1,504.27	1,357.74	1,511.90
9	2,058.21	2,748.09	2,752.75	1,657.58	1,222.22	1,295.91
10	1,493.47	3,161.00	-	1,186.65	1,412.80	1,466.16
11	1,813.43	3,363.86	1,820.20	1,389.93	925.35	1,599.56
12	1,306.07	2,984.83	1,688.07	1,317.93	1,137.10	1,552.55
13	1,794.16	2,960.27	1,826.56	1,296.76	1,127.36	1,255.25
14	1,789.92	2,238.20	1,640.43	1,339.11	1,273.46	1,353.51

15	1,620.52	2,055.67	1,649.53	1,435.03	1,022.33	1,592.78
16	1,354.78	2,167.90	1,916.76	1,490.51	1,165.47	1,316.66
17	2,825.59	1,338.26	1,586.85	1,682.14	1,420.84	1,635.56
18	3,566.72	1,492.08	1,268.38	1,563.99	923.23	1,416.18
19	2,625.70	1,782.94	1,521.21	1,267.11	1,561.02	1,389.50
20	3,376.14	2,062.45	1,093.48	1,371.72	1,227.30	1,735.50
21	3,319.65	1,638.10	1,236.62	910.95	1,172.25	1,377.22
22	3,707.32	1,941.75	1,154.88	1,167.59	1,208.67	1,457.26
23	3,240.20	2,416.91	1,165.90	1,150.23	1,092.63	1,397.55
24	3,766.61	2,054.82	1,089.67	1,182.41	1,125.66	1,477.59
25	3,875.87	3,478.63	1,095.17	843.19	1,112.53	1,564.83
26	5,326.78	2,004.00	1,248.48	1,072.30	1,440.32	1,230.69
27	2,838.30	1,718.56	1,258.64	1,178.18	1,465.31	904.17
28	3,478.18	1,525.02	1,108.30	1,187.92	960.92	1,585.16
29	3,144.06	1,885.42	962.62	1,102.37	1,270.08	1,604.22
30	2,756.56	1,998.07	1,191.73	1,134.56	1,139.22	1,219.68
31	3,156.77	-	1,012.59	985.48	-	346.85
TOTAL	**94,780.38**	**71,932.96**	**44,021.55**	**40,275.70**	**35,956.42**	**43,734.42**

Table 40. Tasikmalaya's Meat Shop Sales Data

Month	Total Sales
May	72.85
June	31.03
July	19.99
August	50.08
September	21.81
October	27.78