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APPENDICES

Appendix 1. Reliability test to measure participant attitude and belief

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	35,70	20,328	,558	,688
Q2	36,19	20,603	,468	,701
Q3	35,79	19,777	,558	,685
Q4	36,13	20,589	,433	,706
Q5	36,15	25,034	-,076	,795
Q6	35,37	20,042	,543	,689
Q7	35,48	20,749	,458	,702
Q8	35,44	21,163	,429	,707
Q9	35,36	21,681	,376	,715
Q10	35,01	22,397	,364	,718

Appendix 2. Reliability test to measure participant behavior

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Qu1	11,64	11,478	,308	,471	,754
Qu2	12,14	9,055	,396	,671	,752
Qu3	11,93	8,533	,740	,763	,603
Qu4	11,71	8,989	,605	,640	,654
Qu5	11,71	9,758	,526	,615	,686

Appendix 3. The regression analysis for demographic factors with knowledge

	P-value
Model Fitting Information	0.779
Goodness of fit	0.039*
Test of parallel lines	-
R² value	0.051

Appendix 4. The regression analysis for demographic factors with attitude& belief

	P-value
Model Fitting Information	0.596
Goodness of fit	0.000*
Test of parallel lines	0.013*
R² value	0.059

P-value <0.05 is statistically significant

Appendix 5. The regression analysis for demographic factors with behavior

	P-value
Model Fitting Information	0.073
Goodness of fit	0.004*
Test of parallel lines	0.001*
R² value	0.052

P-value <0.05 is statistically significant

Appendix 6. Consumer knowledge, attitude and behavior towards cultured meat questionnaire

Personal data
<p>Age:</p> <p>Gender: M/F</p> <p>Last education: High school/ Bachelor/ Master</p> <p>Domicile: Jakarta/ Surabaya/ Bandung</p> <p>Income per month: <1 million rupiah/ 1-2 million rupiah/ 2-3.5 million rupiah/ >3.5 million rupiah</p>

Informed consent	
<p><i>Data yang dikumpulkan dari penelitian ini akan digunakan sebagai bagian dari evaluasi pengetahuan, sikap, penerimaan dan tingkah laku konsumen:</i></p> <p><i>-Data yang diambil akan di simpan dengan Microsoft excel.</i></p> <p><i>-Keamanan identitas peserta akan diutamakan, serta data peserta tidak akan dibuka kepada publik ataupun digunakan di luar kegiatan penelitian ini.</i></p> <p><i>-Peserta dalam survei ini adalah sukarela, maka peserta berhak untuk mengundurkan diri atau menghapus data mereka yang terdapat dalam survei ini.</i></p> <p><i>-Terlebih lagi, data yang diambil dari survei ini akan di simpan secara anonymous untuk memberi keamanan biodata peserta.</i></p>	<p>The collected data from this research will be utilized for a part from the assessment of consumer knowledge, attitude & belief, and behavior:</p> <p>-The collected data will be saved with Microsoft excel</p> <p>- The security for identity of the participant will be prioritized and the collected data from the participant will not be exposed to the public or used outside the research activities.</p> <p>- Participants in this survey is voluntary which means participants were allowed to withdraw their data anytime from this survey.</p> <p>- Moreover, the collected data from this survey will be kept anonymously to provide safety for the participant's biodata.</p>

SECTION A. CONSUMER KNOWLEDGE (TRUE/FALSE/DON'T KNOW QUESTION)	
<i>Q1. Daging kultur terbuat dari sel daging yang dikembangkan di laboratorium dengan cara mengembangkan sel tersebut di dalam cawan petri hingga diperoleh daging yang menyerupai daging konvensional (seperti daging sapi).</i>	Q1. Cultured meat made from meat cells which were developed in the lab by culturing the cells inside a petri dish until it is similar with conventional meat.
<i>Q2. Sel daging untuk daging kultur diambil dari sel rahim hewan.</i>	Q2. Meat cells for cultured meat was obtained from uterine cells
<i>Q3. Penyesuaian kondisi lingkungan di dalam laboratorium tidak dapat mempermudah produksi daging kultur.</i>	Q3. Environmental adjustment in the lab cannot facilitate cultured meat production.
<i>Q4. Bahan tambahan makanan dalam proses pembuatan daging kultur dapat meningkatkan produktivitas daging kultur.</i>	Q4. The addition of food additive could escalate the level of productivity for cultured meat production.
<i>Q5. Produksi daging kultur menggunakan jumlah air lebih sedikit dibandingkan daging konvensional</i>	Q5. Cultured meat production utilizes lesser amount of clean water compared to the production of Cultured Meat.
<i>Q6. Salah satu keuntungan dalam mengkonsumsi daging kultur adalah untuk memiliki lebih rendahnya polusi yang dihasilkan dibandingkan dengan daging konvensional.</i>	Q6. One of the benefit in the consumption of Cultured Meat is to reduce pollution compared to the consumption of conventional meat
<i>Q7. Produksi daging kultur dapat mengurangi resiko sakit akibat mengkonsumsi makanan seperti diare.</i>	Q7. The production of Cultured Meat could decrease the risk of foodborne illnesses.
<i>Q8. Komposisi lemak jahat atau lemak jenuh dalam daging kultur lebih banyak dari daging konvensional.</i>	Q8. The amount of saturated fats in cultured meat is more than conventional meat.
<i>Q9. Daging kultur memiliki warna merah yang sama seperti daging sapi pada umumnya</i>	Q9. Cultured meat has the same red color with conventional meat.
<i>Q10. Daging kultur tidak memiliki bau yang tidak sedap yang terdapat dari daging konvensional</i>	Q10. Cultured meat does not have the unpleasant odour which were present in conventional meat

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Industri daging sedang menghadapi masalah yang berhubungan dengan lingkungan alam. Masalah ini disebabkan karena adanya peningkatan permintaan/konsumsi daging akibat adanya peningkatan populasi, status ekonomi yang membaik, dan urbanisasi. Salah satu solusi untuk mengatasi masalah tersebut adalah untuk mencari pengganti daging atau untuk mengganti cara untuk memproduksi daging sebagai makanan.

Daging kultur adalah teknik inovasi baru yang dapat dianggap sebagai teknik yang menguntungkan untuk ditelusuri untuk menghasilkan daging yang menyerupai daging hewan. Daging kultur diproduksi di dalam laboratorium dengan menggunakan teknik sel kultur. Teknik sel kultur adalah teknik yang memerlukan penggunaan sel dari spesies yang relevan seperti mamalia.



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Setelah kurang lebih 15 tahun percobaan, akhirnya daging kultur telah dikomersialkan pada Desember, 2020 di restoran Singapore. Walaupun, daging kultur di prediksi masih memiliki kekurangan dalam kualitas nutrisi, rasa, tekstur dan aroma yang berbeda dibandingkan daging pada umumnya. Meskipun daging kultur masih memiliki kekurangan, daging kultur dapat memperkaya nutrisi dan rasa dengan perasa dan fortifikasi gizi pada daging kultur.

SECTION B. CONSUMER ATTITUDE AND BELIEF	
Q1. <i>Saya merasa daging kultur dapat diproduksi dan dikomersialisasikan secara umum di pasaran.</i>	Q1. I feel cultured meat can be produced and commercialized in the market.
Q2. <i>Saya merasa daging kultur akan memiliki rasa yang lezat.</i>	Q2. I feel cultured meat will have a delicious taste.
Q3. <i>Saya merasa daging kultur adalah produk yang aman untuk dikonsumsi</i>	Q3. I feel cultured meat is a product that is safe for consumption.
Q4. <i>Saya merasa daging kultur adalah produk yang menyehatkan.</i>	Q4. I feel cultured meat is a healthy product.
Q5. <i>Saya merasa daging kultur adalah produk yang tidak alami</i>	Q5. I feel cultured meat is a product that is not natural.
Q6. <i>Saya merasa daging kultur akan berkontribusi dengan signifikan untuk mengurangi dampak lingkungan dari ternak hewan.</i>	Q6. I feel cultured meat will significantly contribute to reduce environmental consequence from livestock.
Q7. <i>Saya merasa daging kultur akan berkontribusi dengan signifikan untuk mengurangi masalah kesejahteraan hewan.</i>	Q7. I feel cultured meat will significantly contribute to reduce animal welfare problems.
Q8. <i>Hal yang perlu diperhatikan konsumen untuk mengonsumsi daging kultur adalah biaya produk</i>	Q8. The most important factors for cultured meat consumption is the cost.
Q9. <i>Hal yang perlu diperhatikan untuk mengonsumsi daging kultur adalah rasa produk</i>	Q9. The most important factor for cultured meat production is taste.
Q10. <i>Hal yang perlu diperhatikan untuk mengonsumsi daging kultur adalah keamanan produk</i>	Q10. The most important factors for cultured meat consumption is safety.

SECTION C. CONSUMER BEHAVIOR	
Q1. <i>Daging kultur akan diterima dengan baik oleh konsumen</i>	Q1. Cultured meat can be accepted well with consumption.
Q2. <i>Saya bersedia mencoba untuk mengkonsumsi daging kultur</i>	Q2. I am willing to try cultured meat
Q3 <i>Jika produk daging kultur sudah tersedia di supermarket, saya akan membeli daging kultur</i>	Q3. If the product of Cultured Meat is available in the market, I will buy cultured meat.
Q4. <i>Saya bersedia untuk mengkonsumsi daging kultur sebagai pengganti daging konvensional</i>	Q4. I am willing to consume cultured meat as a replacement for conventional meat.
Q5. <i>Saya bersedia untuk mengkonsumsi daging kultur dibandingkan daging nabati</i>	Q5. I am willing to consume cultured meat compared to plant based meat.