

## ABSTRACT

Considering the heart-health claim of soy authorized by the FDA, awareness and/or intervention programs involving soy foods could be developed as a potential strategy to overcome the increasing prevalence of CHD incidences in Indonesia. However, such an attempt would not be successful if the society has low levels of knowledge, attitude, and practice (KAP) towards soy foods and its potential heart-health benefits. This study aimed to assess the KAP levels, the correlation among them, as well as the association between the respondents' socio-demographic data with the KAP levels in relation to soy foods and the potential heart-health benefits from its consumption. The data collection was conducted on 162 adults aged 25-65 years in Jakarta using a self-administered, online questionnaire distributed through social media platforms. Chi-Square test of independence and Spearman's rank correlation test were used as the statistical analysis. The overall KAP results showed that the majority of the target population had fair knowledge (52%), fair attitude (73%), and poor practice (consumption frequency) (64%) levels. Differences in the participants' socio-demographic characteristics did not influence the knowledge and attitude levels, except for the practice level. Significant associations were found between respondents' gender ( $p$ -value= 0.01) and educational level ( $p$ -value= 0.05) with the practice levels. The KAP variables were also found to be correlated to each other: knowledge and attitude ( $r= 0.27$ ), knowledge and practice ( $r= 0.17$ ), and attitude and practice ( $r= 0.46$ ). In conclusion, the KAP levels of the target population shall be improved further through education interventions that emphasize the heart-health benefits of soy foods consumption.

**Keywords:** *Soy foods, Coronary Heart Disease (CHD), Knowledge, Attitude, Practices (KAP).*