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Tanjungpura University students' perceptions against new design of BPJPH halal logo using smartPLS 4.0

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Abstract
Changes to the halal logo's design occurred as a whole, both in terms of shape and colour, which are thought to refer to one culture. The new logo design is thought to prioritise creative writing in Arabic over halal writing. The Ministry of Religion, on the other hand, has explained a new design concept that is distinct and has a strong personality that embodies Indonesian values. According to the government, the modification to the Indonesian halal logo also signalled the transfer of authority to give halal certification from the Indonesian Ulema Council to the Halal Product Guarantee Organizing Agency (BPJPH. This study aims to identify Tanjungpura University students' perceptions of modifications to the new Halal logo design and to analyze student perceptions of adjustments to the new Halal logo using the mixing technique. The logo has six factors: original, legitimate, simple, memorable, easily connected with the organization, and easily adaptable for all visuals. Based on test results assisted by smartPLS 4.0, it shows a p-value ≤ 0.05. This signifies that the relationship between the variables is substantial, and the hypothesis derived from the relationship between the two variables is accepted. Meanwhile, the findings of qualitative testing employing interview methodologies revealed that 70% of respondents were intrigued by the logo. Research-based on interest variables reveals that 65% of respondents have halal awareness as a factor that emerges from within themselves. Examining these two components proves and validates the hypothesis results from quantitative testing.

Keywords:
Halal Perception;
Halal Logo;
HPGOA;
Halal Certification;
SEM;
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INTRODUCTION

Since October 2019, the government, through the Ministry of Religion, has emphasized that all food products must be halal certified. As regulated in Islam, Muslims believe in consuming halal food/drinks and safe (*thoyyib*) as a form of gratitude in order to obtain blessings in life [1]. Through interpretations of the Koran regarding the urgency of halal food and drinks, it is explained in three patterns of halal trend implications, namely: the object that makes the trend provides good habits, there are elements of benefit and benefits contained in food/drinks, and it does not have a negative impact and danger to body and soul [2]. The establishment of the JPH statute demonstrates the Government's dedication in respecting the rights of Muslim consumers [3].

This is outlined in In Law Number 33 of 2014 respecting Halal Product Guarantees (UU JPH). To date, 725,000 halal-certified products have been certified, originating from 405,000

MSMEs, but 30 million products still require a halal certificate [4]. The guarantee of halal products not only benefits Muslim consumers, but non-Muslim consumers are thought to prefer these items because they have been tested to be safe and of high quality for health [5]. Consumer perception considers halal certification to be very important to guarantee the halalness of a product marked with a halal label [6]. Therefore, the information will become a reference for the buyers before they decide on buying the product [7].

In the midst of business actors' efforts to gain halal certification for their products, the Ministry of Religion determined that the new halal logo design would take effect on March 1, 2022 [8], while the existing halal logo will be valid until 2026. Changing the halal emblem is not regarded urgent; instead, the government should focus on the programme free halal certificate (SEHATI), which requires a substantial budget, and the formation of issues about the halalness of the product, which is a major challenge today [9]. The halal certification process in Indonesia is still not optimal due to unintegrated political conditions and inadequate facilities and infrastructure [10].

Changes to the halal logo occur in shape and color. This brings up positives and cons that are thought to lead to Java-centricity because it is formed like a *wayang* mountain and has a *lurik/surjan* batik motif. The logo design prioritizes artistic rather than halal writing in Arabic. The essence of the halal emblem as an indication with written confidence that the product has been certified must be considered again [11]. The Ministry of Religion, on the other hand, denied everything and said that the new design philosophy was unique, had a strong personality, and represented Indonesian values. The government also stated that the alteration to the Indonesian halal logo signalled the transfer of halal certification authority from the Indonesian Ulema Council (MUI) to BPJPH [12].

Any change will cause controversy, but changes to a company logo can be received with a positive perception by the target audience [13]. The debate over the new design of the Indonesian Halal emblem drew the attention of academics, who wanted to investigate at students' impressions of modifications to the new halal logo. This perception measurement is based on six elements of the logo, which are as follows: original, legitimate, simple, memorable, easily connected with the brand, and easily adaptable for all graphics [14]. The goals of this research are to (1) assess Tanjungpura University students' impressions of modifications to the new BPJPH halal logo design and (2) analyze student perceptions of changes to the new Halal logo using the mix technique.

MATERIAL AND METHODS

Material

Perception according to Gibsonian psychology, is a skill in conveying information about the environment. Factors that influence perception include; Internal factors include physiology, attention, interests, needs, experiences, memories and mood, while external factors are influenced by the size and placement of the stimulus object, color, uniqueness, intensity and movement [15].

The term logo is derived from the ancient Greek word logos, which denotes mind, idea, reason, and speech. The term logo is derived from the word logotype, which denotes the name of an entity produced especially using a unique lettering technique or type of letter. With the advancement of science and technology, logos have become more creative, mixing picture and writing elements. A logo has a certain concept in order to develop an independent nature and have certain qualities. When determining and settling on the shape of a logo to represent a firm/organization, the following elements must be considered: original, legitimate, simple, memorable, easily connected with the company, and easily adaptable for all graphics [16].

A logo is very important for a company, apart from having a function as an identity, a logo is also a tool in conveying a positive image of the company, guaranteeing consumer trust, and as a product promotion media [17]. As a result, a logo is a piece of word, image, or sketch that has meaning and can reflect the identity of a company, region, institution, organization, country, or product [18]. the researcher made a description of the variables and factors that influence them, as listed in Table 1.

Methods

The research method used is a mix method, namely a planned, systematic, structured and measurable effort to jointly utilize two research methods, namely quantitative and qualitative [19]. The goal of this hybrid strategy is to acquire data that is more thorough, valid, reliable, and objective [20]. In quantitative approaches, data analysis techniques employ structural equation modelling (SEM), a methodology capable of analyzing structural equation models that are a combination of factor analysis and path analysis and have the potential to become a comprehensive statistical method [21].

The SEM method is considered more comprehensive in explaining research phenomena compared to multiple regression. SEM itself uses the basis of covariance analysis, which is able to provide higher accuracy values than linear regression analysis [22]. This survey included all active Muslim students at Tanjungpura University, totaling 20,637 students (primary data Tanjungpura University 2023). The sample size for this study was calculated using the Slovin formula, which required 392 Muslim students. The hypothesis in this study for variable X is as follows:

H0: There is no influence of X on Y,
H1: There is an influence of X on Y

In this study, data was analyzed using PLS (Partial Least Squares), and the data was processed using the Smart PLS 4.0 programmer. The PLS measurement model is made up of a measurement model (outer model), Goodness of fit (GoF) criteria, and a structural model (inner model). PLS tries to examine the predictive relationship between constructs by determining whether there is an influence or relationship between the constructs [23] .

The collected data will be analyzed using the following procedures:

1. Descriptive analysis of variables
   The purpose of this analysis is to provide a basic summary of the descriptive statistics of each variable in the study in terms of its lowest, maximum, average, and standard deviation values.
2. Test analysis prerequisites
   Several preliminary tests were performed on the data prior to entering the main test, which are required tests for performing the main analysis, such as normality, heteroscedasticity, and multicollinearity tests. Bootstrapping with 5000 re-sampling will also be utilised to address this difficulty.
3. Data analysis was carried out using Structural Equation Modeling based on Partial Least Square (PLS) Variance using SMART-PLS software. In this analysis, the validity and reliability of the measurement model will be tested using Cronbach's Alpha, Composite Reliability > 0.7 and Average Variance Extracted (AVE) < 0.5 as well as hypothesis testing.

Table 1. Logo variables and their measurements

	Variable	Definition	Indicator Question	Source
Logo aspects	Original	Authenticity is the characteristic or uniqueness of a brand logo so that it differentiates it from other brand logos	The public believes that this logo is a characteristic of Indonesian halal issued by the MUI	Simal Celikkol, 2018 [13]
	Legible	The logo created is easy to read or recognize in various sizes and media	Community convenience in recognizing the Indonesian halal logo	Simal Celikkol, 2018 [13]
	Simple	The logo is designed to be as simple as possible so that it is easy for readers to understand and catch in a short time	The ease with which people can understand this logo is the MUI halal logo	Simal Celikkol, 2018 [13]
	Memorable	A brand logo must be easy to remember because it is unique for a relatively long time (timeless).	Make it easier for people to remember and instill that the logo is the MUI halal logo	Simal Celikkol, 2018 [13]
	Easy associated with the company	A good logo is a logo that is easily associated with the type of business and company image	The logo really represents the mask, fits the function and reflects the agency	Simal Celikkol, 2018 [13]
	Easily adaptable for all graphic	Easy to apply in various contexts, media and situations with its graphic design/shape	This logo design is easier to apply to all dimensions and media	Simal Celikkol, 2018 [13]
Internal factors that influence perception	Interest	It is a person's tendency to pay attention to certain types of stimuli	Interested in logos because of their distinctive/unique/special/important shape, color, placement, function	Abdelazis Al Owais, 2024 [14]
External factors that influence perception	The intensity and strength of the stimulus	The level of intensity when appearing/appearing more often is a strength as a promotional tool	Always appears in various media as a promotional and educational tool	Abdelazis Al Owais, 2024 [14]

RESULTS AND DISCUSSION

Respondent Characteristics

Testing using a quantitative method approach succeeded in collecting data from 392 Muslim students at Tanjungpura University, with an analysis of the characteristics of the respondents as follows;

1. Based on Gender
   The gender composition of the respondents' characters is based on the fact that there are more women than men. There were 176 male respondents and 216 female respondents, with respective percentages of 45% and 55%.
2. Based on Faculty
   Tanjungpura University comprises nine faculties, as is well known. A distribution that was fairly representative of all faculties was produced as a result of choosing respondents using screening approaches. The Faculty of Law has 22 students, the Faculty of Economics and Business has 56 students, the Faculty of Agriculture has 25 students, the Faculty of Engineering has 72 students, the Faculty of ISIP has 42 students, the Faculty of IKIP has 85 students, the Faculty of Forestry has 26 students, the Faculty of Mathematics and Natural Sciences has 46 students, and the Faculty of Medicine has 18 students.
3. Based on Semester Level

From the data collected, it was recorded that 90% of respondents were new students or students in their first semester.

SmartPLS 4.0 Testing

Outer Model Testing

This instrument test contains validity and reliability tests, which are part of the outer model, also known as a measurement model. Convergent validity tests and discriminant validity tests are two types of validity tests. The smartPLS 4.0 test model is shown in Figure 2.

Convergent Validity Test

Testing Factor Loading Values

The test results using smartPLS4 software from 392 respondents are shown in Figure 3. From the running results above, the value that appears from each indicator is the factor loading value. The requirement for convergent validity testing is that the factor loading value must be >= 0.60; if not, the indicator must be deleted and retested. So, the researchers have run it again and summarized the valid loading factor values.

Testing the AVE (Average Variance Extract) Value

The second prerequisite in the convergent validity test is to test the AVE value. The AVE value is a measurement of a variable with testing requirements, specifically, if the AVE value is greater than 0.5, the variable is deemed legitimate, however if the AVE value is less than 0.5, the variable is considered invalid. A summary of the convergent validity retest values is listed in Table 2. Table 3 lists the test results based on the AVE value.

The results of the retesting process, conducted with the application of 8 factors, are presented in Table 3. and test results based on the Average Variance Extract value are shown in Table 4. By looking at the last column in Table 4, it can be seen that the AVE value for each variable is greater than 0.5 (Valid). As a result, the convergent validity test, which uses the factor loading value to measure indicators and the AVE value to measure variables, is deemed valid, indicating that all variables employed in the questionnaire are valid.

The requirement for testing convergent validity is that the factor loading value must be > = 0.60; if the factor loading value is below 0.06, the indicator must be removed and retested. As can be observed in Table 4, the factor loading values for indicators 1a, 1b, 2a, 3b, 4b, 5b, 6b, and 7a are less than 0.06. these indicators must be retested by removing them, and the model to retest as illustrated in Figure 4.

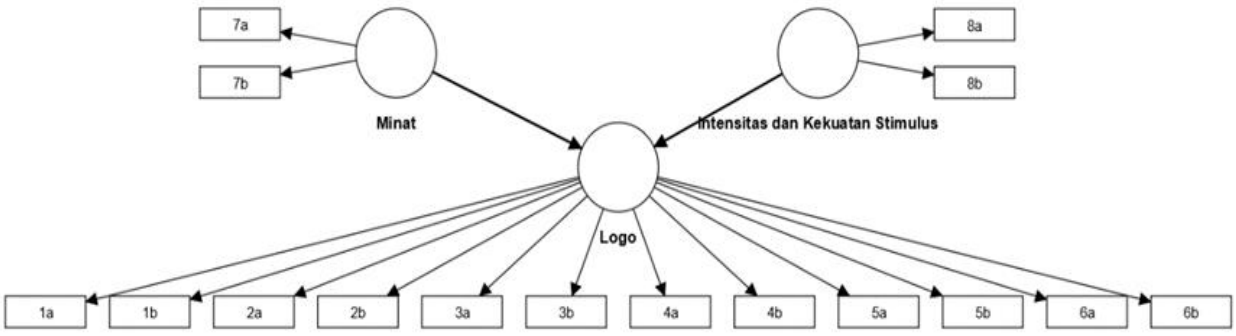

Figure 2. Test Model Design with SmartPLS version 4

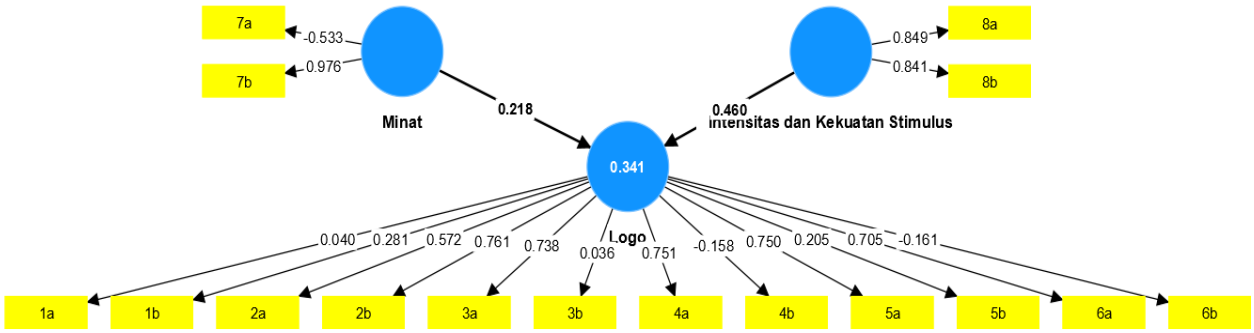

Figure 3. Testing Model with SmartPLS version 4.0

Table 2. Value Factor Loading Running of 16 Indicator

Indicator	Factor Loading	Valid/Invalid	Indicator	Factor Loading	Valid/Invalid
1a	0,040	Invalid	5a	0,750	Valid
1b	0,281	Invalid	5c	0,205	Invalid
2a	0,572	Invalid	6a	0,705	Valid
2b	0,761	Valid	6b	-0,161	Invalid
3a	0,738	Valid	7a	-0,533	Invalid
3b	0,036	Invalid	7c	0,976	Valid
4a	0,751	Valid	8a	0,849	Valid
4b	-0,158	Invalid	8b	0,841	Valid

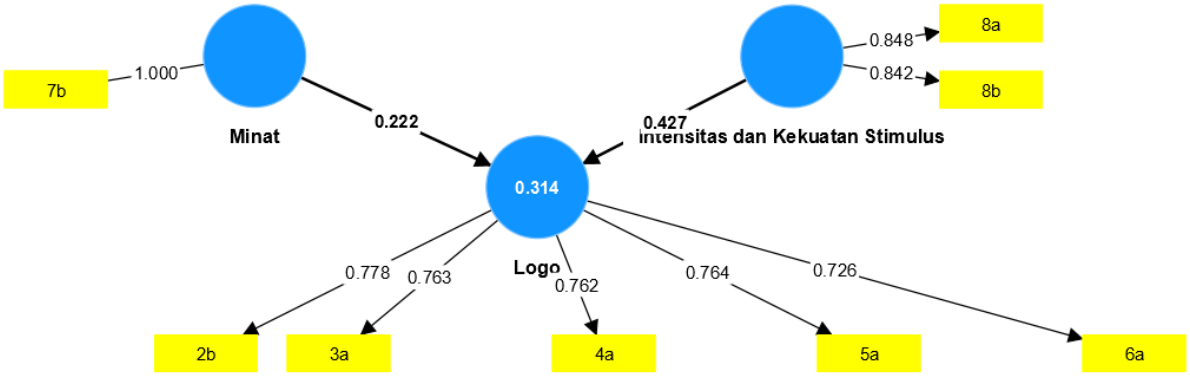

Figure 4. Convergent Validity Test-Retest Model

Table 3. Value Factor Loading Running - 8 actor

No.	Indicator	Factor Loading	Valid/Invalid
1.	2b	0,778	Valid
2.	3a	0,763	Valid
3.	4a	0,762	Valid
4.	5a	0,764	Valid
5.	6a	0,726	Valid
6.	7b	1	Valid
7.	8a	0,848	Valid
8.	8b	0,842	Valid

Table 4. Construct Reliability and Validity Testing

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	**Average variance extracted (AVE)**
External	0.600	0.600	0.833	**0.714**
Logo	0.822	0.855	0.871	**0.576**

Cross Loading

The results of discriminant validity testing based on cross loading values are presented in Table 5. The criterion for testing discriminant validity using the cross-loading assumption is to pay attention to the indicator values for the variable in question, which must be greater than the values of other indicators.

Fornell Larcker

Discriminant validity testing with Fornell Larcker assumptions is used to validate. The results of the Fornell Larcker value test can be seen in Table 6. The Fornell Larcker test is passed when the cell value of a variable is compared to the values of other variables in that column. The value in the external cell is 0.845; this value is greater than other variables in the same column, indicating that the Fornell Larcker test on external variables meets the requirements. Similarly, the Fornell Larcker value on other variables has passed the test requirements. As a result, the validity value utilizing the Fornell Larcker assumption has been obtained.

HTMT Value

The heterotrait-monotrait ratio (HTMT) is a component of discriminant validity assessment. HTMT can be used as a foundation for statistical discriminant validity assessments. The Heterotrait-monotrait ratio (HTMT)-Matrix value criteria for validity testing state that the HTMT value must be 0.9.

The findings of data processing from the Heterotrait-monotrait ratio (HTMT)-Matrix are shown in Table 7. All scores are more than 0.9, indicating that the discriminant validity test based on the HTMT test requirements was successful (valid). The test can then be extended to include more tests.

Reliability Test

The purpose of the reliability test is to determine whether or not the questionnaire is consistent when repeated. The Cornbach's alpha and composite reliability values can be used to do reliability testing. Furthermore, once the validity and reliability testing are done, the data and questionnaires are regarded legitimate and ready for further testing.

Composite Reliability

The results of this composite reliability test use the Rho-C composite reliability. The test results are shown in Table 8. Based on the smartPLS test results, it can be seen that the variable value in the composite reliability-Rho C column is > 0.7. This explains that all variables are reliable.

Table 5. Cross Loading Test Values

	Eksternal	Internal	Logo
2b	0,327	0,218	0,778
3a	0,323	0,265	0,763
4a	0,334	0,222	0,762
5a	0,560	0,436	0,764
6a	0,327	0,313	0,726
7b	0,436	1,000	0,408
8a	0,848	0,414	0,447
8b	0,842	0,321	0,438

Table 6. Fornell Larcker Test Values

	Eksternal	Internal	Logo
Eksternal	**0,845**		
Internal	0,436	**1,000**	
Logo	0,524	0,408	**0,759**

Table 7. Heterotrait-monotrait ratio (HTMT)-Matrix Test Values

	Eksternal	Internal	Logo
Eksternal			
Internal	0,562		
Logo	0,698	0,419	

Cornbach's Alpha

The basis for Cornbach's Alpha testing is if the reliability measurement value of a questionnaire is more than 0.6 [24]. By using Table 8, it can be seen that all test values in the Cornbach's Alpha column are >= 0.6; So, it can be concluded that the test is reliable with the assumption that Cornbach's Alpha is reliable and can be continued with the inner model test.

Inner Model Testing

The purpose of testing the inner model is to see the relationship between latent variables. Inner Model testing has three components, namely: variant analysis test (R^2), uji predictive Relevance (Q^2) and Path Coefficiet test (path analysis). Each test has its own terms and conditions. The test results for each component are as follows;

Analisis Variant (R^2) or Determination Test

Testing the structural model using R-squared criteria only for variables that receive influence, namely; variable Y (Logo). This test has the following passing criteria;

- If the R value^2 less than equal to 0.25 (25%), then the relationship between each indicator and variable is weak,
- If the R value^2 between 0.26-0.74 (26%-74%), then the relationship between indicators and variables is moderate,
- And if the R value^2 more than equal to 75%, then the relationship between indicators and variables is strong.

R-square testing using smartPLS version 4 can be found in the "Quality Criteria" menu. The R-square test results are presented in Table 9. It is known from Table 9, the R value^2 on variable Y (logo) or which receives influence, it can be interpreted that the R value^2 amounting to 0.314 or 31.4%, meaning that the ability of the independent variables (internal and external) to influence aspects of a logo is only 31.4%; the remaining 68.6% of the influence is explained by other variables.

Predictive Relevance Test (Q^2)

Prediction relevance (Q square) is a test carried out to determine prediction capability. The test results are listed in Table 10. Table 10 shows that the Y variable value is 0.299 (more than 0.00) based on the results of the Q-square test using smartPLS. As a result, it is possible to infer that the variables and data accurately predicted the model.

Path Coefficient Test (Path Analysis)

The Path Coefficient test, also known as path analysis, is the most essential portion of the smartPLS test. Its goal is to assess whether the previously formed hypothesis may be accepted or rejected. Using an alpha level of 5%, if the significance value (p-value) of the impact is ≤ 0.05, it is considered significant, and vice versa. Blindfolded predictions are used in this test. There are two variable relationships, including; external -> logo and internal -> logo with a p-value of 0.000 each. This shows that the influence between variables is significant. Table 11 shows Path Analysis Test Results Using P-value.

Discussion

Hypothesis Withdrawal

The goal of hypothesis testing is to determine whether a hypothesis can be accepted or rejected by paying attention to the significance value between constructs, t-statistics, and p-value based on the results of inner model testing (structural model), which includes the R2 value, parameter coefficients, and t-statistics. In this study, the t-statistic value was greater than 1.96, with a 5% significance threshold, and the beta coefficient was positive. Then the following hypothesis can be formed:

1. First hypothesis, tests the relationship between external variables has logo
   The test results provide a positive value for the beta coefficient of 0.427, t-statistic of 8.336 (>1.96) and p-value of 0.000 (<5%). So, it can be concluded that the first hypothesis is ACCEPTED.
2. The second hypothesis, tests the relationship between internal variables has logo
   The test results provide a positive value for the beta coefficient of 0.222, t-statistic of 4.623 (> 1.96) and p-value of 0.000 (<5%). So, it can be concluded that the second hypothesis is also ACCEPTED.

Table 8. Composite Reliability Test Value (Rho_C)

	Cronbach's alpha	Composite Reliability (rho_a)	**Composite Reliability (rho_c)**	Average variance extracted (AVE)
Eksternal	0.600	0.600	**0.833**	0.714
Logo	0.822	0.855	**0.871**	0.576

Table 9. R-square Test Value

	R-square	R-square adjusted
Logo	**0.314**	0.311

Table 10. Q-square Test Value

	Q2 predict	RMSE	MAE
Logo	**0.299**	0.842	0.646

Table 11. Path Analysis Test Results Using P-value

	Original sample (O)	Sample Mean (M)	Standard Deviation	T statistics (STDEV	P values
Eksternal -> Logo	0.427	0.842	0.051	8.336	0.000
Internal -> Logo	0.222	0.221	0.048	4.623	0.000

Descriptive Analysis of Qualitative Methods

Qualitative methods are used to explain and analyze phenomena, events, social dynamics from a person/group's perception of something [25]. The data collection technique using a qualitative method approach is by interviewing 20 students. A summary of the answers is presented in Table 12 and Table 13.

From the data that has been collected, researchers can analyze as follows;

- ✓ As an original factor, as many as 80% (16 respondents) chose the former halal logo as a more symbolic or meaningful halal emblem. This is stated for a variety of reasons, including the fact that people have been familiar with the logo for a long time. The predominant colour green in this logo depicts Islamic features extremely well, and it is embellished with Arabic script.
- ✓ Legible factor, as many as 85% (17 respondents) prefer the old MUI halal logo in the aspect of ease of reading the Arabic writing "Halal" on the logo. In general, respondents gave the reason because the Arabic letters/writing on the logo were very clear and easy to read even without harakat.
- ✓ Basic aspect, as many as 80% (16 respondents) like the new BPJPH halal logo, which has a basic logo style. Some respondents cited the same reason, namely a straightforward logo design and an uncomplicated shape.
- ✓ Memorable element, as many as 80% (16 respondents) favour the former MUI halal logo as a logo that is easily recognised and remembered. Respondents typically stated that the colours were complete, stunning, and represented the characteristic colours of Islam, and that the single logo was green, making it easy to remember and recognise.
- ✓ In terms of better conveying the organization's image, as many as 95% (19 respondents) favour the old halal logo, according to the Easy linked with the firm factor. The same explanation was given by all respondents: the logo clearly states "Indonesian Ulema Council" as the agency/institution/company/organization in charge of granting halal logos/certificates.
- ✓ The easily adaptable for all graphics factor is 55% (11 responders). The new BPJPH halal logo was chosen as a logo that can be easily used to a variety of media contexts, such as graphic design, 3D which may be used for placards, or other media. because the shape and colour are soft and distinct from the others, and the shape is basic.

Meanwhile, descriptive analysis of the independent variables that influence the dependent variable, the analysis is as follows;

a. Internal Variable

The descriptive analysis of internal variables (interest) is portrayed in questionnaire number 7 (seven) by presenting a model statement, "To be honest, in terms of using and consuming the product, I'm not sure." You aren't very interested in the logos displayed above. Why?". As many as 65% (13 respondents) stated that this statement was false/disagreed with them because they were halal-aware when consuming food/drinks. The foremost thing you seek for when you locate a new product on the market is the halal guarantee.

Table 12. Recap of Interview Answers

Recap of Interview Answer								
Answer Choices	Question Number							
	1	2	3	4	5	6	7	8
Selecting the old logo (A)	16	17	4	16	19	9		14
Choosing a new logo (B)	4	3	16	4	1	11		6

Table 13. Recap Interview Answer Question Number 7

Answer Choice	Question Number
	7 In
True	7% 35%
Not True	13% 65%

So, it can be concluded that consumer "interest" is very high in halal certified products and has been proven to increase sales levels [26]. This lends support to the development of hypotheses using quantitative approaches, namely that internal variables (interest) have a significant influence on the logo.

b. External Variable

Analysis of descriptions of external variables (Intensity and Strength of Stimulus) is reflected in questionnaire number 8 (eight), by providing a model question, "In your opinion, which of the logos above is often found in the form of promotions/admonitions/warnings in various media/places?"

So that it makes you aware that this indicates a halal product." Respondents answered that as many as 70% (14 respondents) chose that the MUI halal logo was more often found on product packaging.

As a result of the "Intensity and Strength of Stimulus", a symbol/logo is sufficient to persuade (stimulus) consumers to approach, recognize, and purchase. This certainly supports the hypothesis drawn from the previous quantitative method, that external variables (stimulus intensity and strength) provide a positive perception of halal symbols/logos because they have importance and benefits for consumers [27][28].

CONCLUSION

The results of testing the structural model using smartPLS 4.0 software stated that the variables and data predicted the model quite well. Apart from that, in the path coefficient test, the p-value is ≤ 0.05 which proves that the relationship between variables is significant. So, the hypothesis is based on t-statistics and p-value, and the first hypothesis, which tests the relationship between external variables, is accepted. This explains why the intensity and severity of the stimulus in a campaign in the form of promotions/appeals/warnings actually supports the existence of a logo/label. The second hypothesis, which examines the link between internal variables, is accepted. This explains why interest as a consciousness that comes from inside oneself is sufficient to be viewed as an influence to be interested in something (logos).

Meanwhile, testing using qualitative methods from the results of interviews with twenty respondents can be described and analyzed descriptively that; the intensity and strength of the stimulus factor of a logo is enough to influence (stimulus) the respondents as consumers to approach, recognize, and choose (buy). This is demonstrated by 70% of respondents agreeing, stating that when they frequently encounter/see the halal logo, particularly on product packaging/product promotional commercials in various media, respondents are encouraged to choose it. Meanwhile, a research based on interest variables reveals that 65% of respondents

have halal awareness as a factor that emerges from within themselves. The examination of these two components proves and validates the hypothesis results from quantitative testing. From the research that has been conducted using mixed methods, researchers hope that for further research they can use the focus group discussion method. Focus Group Discussion (FGD) is a systematic process of collecting data and information on a specific problem through group discussions

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