

The Current Trend of Culinary Learning from Basically and Self-taught with social media

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ABSTRACT

The large amount of information that can be explored and obtained through social media makes social media one of the media currently most in demand by most internet users because of the ease of access and completeness of the information. The aim of this research is to explore how much social media is used to learn cooking and how effective social media is for learning culinary arts. This research involved 96 respondents and resulted in the most widely used social media being YouTube, namely 62 (65%) apart from Instagram, Facebook, Twitter, TikTok and Facebook. The research results stated that as many as 55 (57%) social media were used to search for information rather than for entertainment, learning, product promotion and status updates. Social media is considered more effective by 67 (70%) for finding information about culinary compared to other electronic media, especially through YouTube social media. No less important, social media is also able to increase user motivation to continue accessing social media compared to other media. In the future, questionnaires will be distributed to more respondents so that results can be maximized. It is possible that trends will change according to the needs of society at large.

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1. INTRODUCTION

Culinary learning for now is not a difficult thing and does not have to be done in school. Many social media provide content about cuisine [1]. The use of social media from day to day makes the learning process easier. Students are actively more independent and creative in developing themselves. The use of social media triggers the quality of students with various ease of communication and sharing information with interconnected social media such as Facebook, Twitter, YouTube, and Blogs. If the media can be used properly and maximally for learning, the quality of learning will be better, interesting, and varied [2].

Social media such as Facebook, Twitter and Instagram can help increase friendship, especially in terms of caring and empathy between students who are connected online, so social media is not only limited to learning materials. The use of social media also has a negative side if there is no control in its use, especially in filtering information [3].

The 5.0 century teachers must be technology literate and should not be left behind from their students [4]. The hobbies of the students using social media for learning as a tool to be more engaged in learning including: (1) Facilitating the learning process, for example teachers do not have to directly provide learning materials but can be done with a hybrid, considering the characteristics of today's students are very familiar

with social media. (2) Make students more active, creative, and independent. (3) As a place to socialize with other people. (4) Expanding the network of friends. (5) Increase motivation. (6) Increase awareness.

Learning with YouTube media by replaying it many times or fast-forwarding videos is used for independent learning with a low failure rate and higher interest in learning with YouTube media [5]. Social media technology is used for collaborative learning involving one tool or several tools that are integrated with social media [6]. The number of social media users as of January 2021 reached 4.2 billion (growing 13.2%) compared to the previous year period and this figure is equivalent to 155,000 new users every second [7].

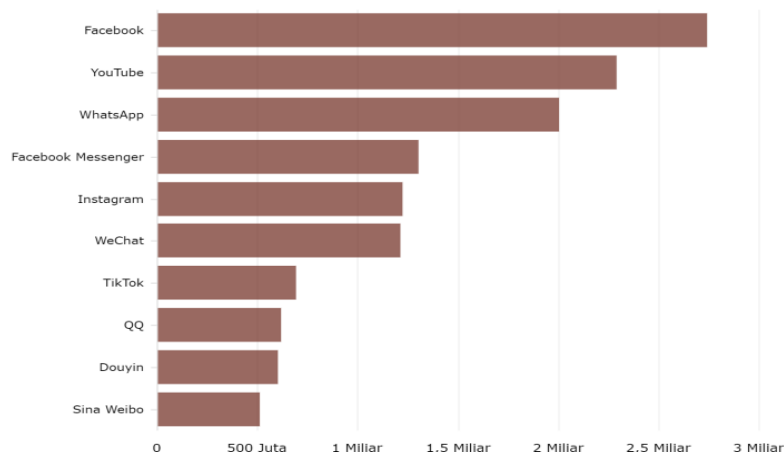


Figure 1. Graph 1 Number of Social Media Users as of January 2021 [7]

Facebook has a monthly active user (MAU) of 2.7 billion users as of January 25th, 2021. That number places the platform as the most used social media in the world. Besides Facebook, several social media from the United States have many monthly active users. YouTube and WhatsApp have 2.3 billion and 2 billion users [8].

The need for information and communication drives the increasing development of the internet and the use of social media. Pupils and students are potential internet users. Introducing social media such as Facebook, Instagram, and YouTube as alternative learning media. Several studies link internet use with behavior and learning outcomes. The quality and creativity of the teachers in the use of social media can create a more interesting learning atmosphere such as teachers having groups or subject communities that can be accessed by all students [9]. Students who use Instagram and Facebook as a means of information and entertainment can be seen in table 1

Tabel 1. Respondent Survey Result

Social media benefits	Percentage
Student work	8%
Study material	10%
Discussion	13%
Quiz	4%
Information	33%
Tutorials	10%
Entertainment	22%

The table shows that social media is the most widely used to find information, which is 33% and followed for entertainment 22%. Digital media has become one of the internet-based learning media and is highly dependent on social media and the web, where students and teachers actively participate in sharing knowledge with each other [9]. In Indonesia, the reach of Facebook ads is equivalent to 63.4% of the local internet user base (regardless of age) in January 2022, of which 44% of the Facebook ad audience in Indonesia is female and 56% is male [10]. Twitter users in Indonesia were 18.45 million users at the beginning of 2022. This figure shows that twitter advertising in Indonesia is equivalent to 6.6% of the current total population. The reach of Twitter advertising in Indonesia is equivalent to 9% of local internet users (regardless of age) in early 2022 [11].

As many as 191.4 social media users in Indonesia in January 2022, equivalent to 68.9% of the total population, which means an increase of 21 million (12.6%) [12]. The number of Instagram users in Indonesia

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reaches 99.15 million users or 35.7% of the total population with Instagram advertising reach and 52.3% of the audience are female and 47.7% percent are male users.

Table 2. Social Media users in Indonesia [12]

No	Social Media	Amount (million)
1	Youtube	139
2	Instagram	99,15
3	Facebook	129,9
4	Tik Tok	92,07
5	Twitter	18,45
6	Facebook Messenger	28,4

The data above shows that the top 3 (three) social media users are YouTube (139 million), Facebook (129.9 million), and Instagram (99.15 million). The use of the three social media above is currently a trend for all groups, including children, teenagers, and the elderly. It is no longer strange for them to use these three media, in fact currently these three media are media for learning, promotion, infotainment and status updates. Many people use social media to gain profit. Running a business using these three media provides quite large prospects and profits.

According to data from Indonesia.id, there are various reasons why Indonesians play social media. Partly because they want to stay connected with friends and family. It was recorded that 58% of respondents in Indonesia stated this. A total of 57.5% of respondents reasoned that they use social media to fill their spare time. There are also 50.1% of respondents who use social media to see what is being discussed. Then, 50% of respondents use social media to see what to do or buy. As many as 48.8% of respondents use social media as a need to find content. As many as 44.9% of respondents use social media to read news. Then, the percentage of respondents who use social media to watch live broadcasts and find items are 36.2% respectively [13].

This shows that the use of social media such as Facebook and Twitter are quite large and have great potential, including for sharing knowledge in the culinary field. For beginners, it is not difficult to find information on recipes and how to process and serve them on social media.

This study was conducted to determine the extent to which social media is used in community-based learning in the culinary community. From the results of the research produced, it will be used as the first step in determining the use of social media as a supporter of the implementation of the learning community model that is currently being built by the author. The method used is a mixed method, that is between quantitative and qualitative methods.

2. METHOD

The method used is a mixed method. Questionnaires have been distributed to 96 respondents who have a hobby in cooking, both men and women. Observations were made with data collection which was carried out through observation, accompanied by notes on the state or behavior of the target object. Observation is systematic observation and recording of the symptoms/phenomena that occur/research. The type of observation consists of (1) non-participant observation, this is the author does not take part/not directly involved in the activities of the people being observed. (2) Structured observations, namely observations that refer to the guidelines that have been prepared in advance by the author [14]. The data that must be prepared in this observation method including:

- a. The condition and situation of the culinary department of the school.
- b. cooking facilities and infrastructure
- c. Number of potential respondents
- d. Student learning activities
- e. The score of cooking practice
- f. Learning media which are used

Based on the activities above, the prospective students who were sampled did not pay attention to the differences between men and women.



Figure 1. Theoretical Framework

The research process begins by identifying problems regarding the use of social media, how much people use social media starting from YouTube, Instagram, Facebook, TikTok and Twitter. Determining the method used is a literature review and survey of 96 respondents who are social media users. Collecting data collection as a reference source based on predetermined keywords and after that data analysis is carried out. The research results are expressed in results and analysis and conclusions are made from the results of the research that has been carried out. The results of this research will be used as initial research to support further research, namely the implementation of a community-based learning model in the culinary field

3. RESULTS AND DISCUSSION

In Several social media mappings were generated that are often used by respondents such as YouTube, Instagram, Facebook, TikTok, and Twitter. In addition to social media, respondents access Google to find information about cuisine.

Based on the data obtained, as many as 96 respondents learn culinary sourced from YouTube, Instagram, Facebook, and Google. A total of 96 respondents were asked to fill out a questionnaire stating that culinary learning can be sourced from social media. Respondents were asked to choose which social media they could use to find sources of information about culinary. Given several options, namely Google, Twitter, TikTok, Facebook, Instagram and YouTube which can be seen in graph 2.

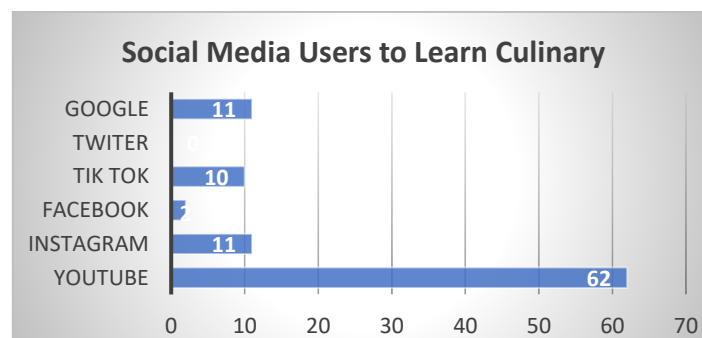


Figure 2. Graph 2 Social Media Users

Graph 2 shows YouTube has the most users 62 (65%), followed by Instagram as much as 11 (11%), searching through google as much as 11 (11%) and TikTok as much as 10 (10%) and the rest is Facebook as much as 2 (2%). These results indicate that almost all respondents use and utilize social media to find information about culinary and social media YouTube is the most widely used. These results show that almost all respondents use and utilize social media to search for information about culinary and YouTube is the most widely used social media. Several studies say that learning videos can be uploaded on social media, especially via YouTube, to be an effective medium and help implement online learning [15].

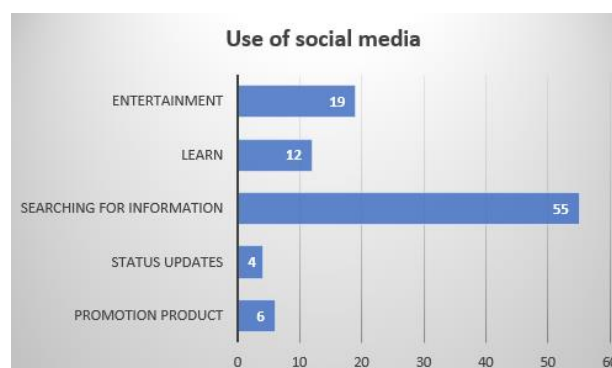


Figure 3. Graph 3 Use of Social Media

The average of social media used to find information is 55 (57%), for entertainment as much as 19 (20%), for learning as much as 12 (13%), for product promotion as much as 6 (6%) and for status updates as much as 4 (4%). It can be seen that social media is used to find information, seek entertainment, learn, promote products and finally update the status of daily activities.

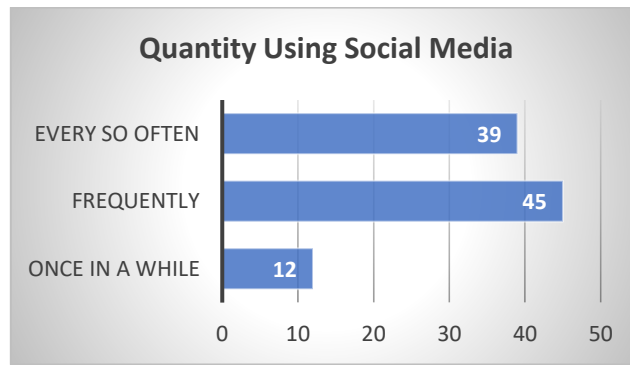


Figure 4. Graph 4 Quantity of using social media

It can be seen that how often respondents use social media to learn about cooking, namely often as much as 45 (47%), very often as much as 39 (41%) and sometimes as much as 12 (13%). Respondents often use social media to find information and learn about cooking.

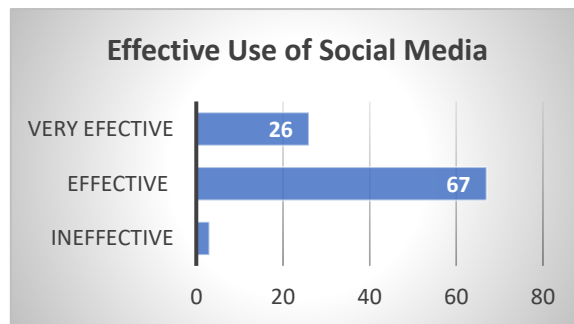


Figure 5. Graph 5 Effective use of social media

For the effectiveness of using social media to learn about cooking, 67 (70%) respondents said it was effective, 26 (27%) respondents said it was very effective and 3 (3%) said it was not effective.

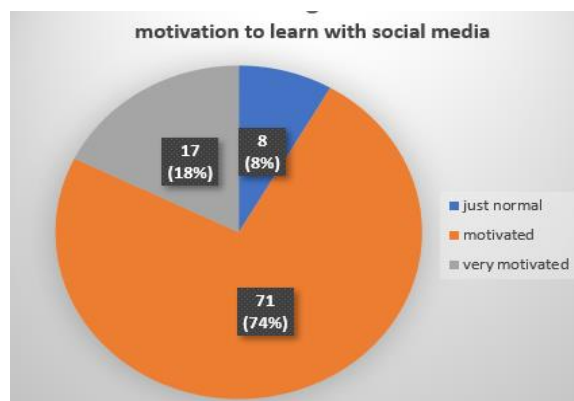


Figure 6. Graph 6 Motivation to learn with social media.

Graph 6 explains that the motivation to learn with social media is motivated as much as 71 (74%), highly motivated 17 (18%) and ordinary as much as 8 (8%). Based on the five graphs above, it can be concluded that the average use of social media through YouTube to find various information and people often use social media to find culinary information because social media is considered effective and able to motivate people as shown in the following table:

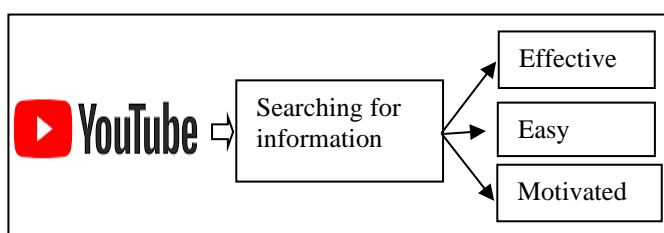


Figure 7. YouTube as the effective social media

Based on the results of respondents' answers, YouTube social media is widely used to search for various kinds of information, which is very effective, easy, and able to motivate users to continue learning and searching for information. YouTube social media is currently the most widely used media for learning cooking. Various cooking tutorials are available on YouTube and users can upload and promote their cooking results to the wider community via YouTube. Even though there are several other social media, YouTube is the most popular and favorite social media among social media users. Complete culinary information can be explored via YouTube, and many people can even cook various foods only via YouTube.

Table 2. social media for Culinary Learning

No	Remark	Result
1	Types of social media	
a	YouTube	YouTube has the most users 65% compared to other social media
b	Instagram	
c	Facebook	
d	TikTok	
e	twitter.	
2	Allocation of social media	
a	Looking for Information	As much as 55 % social media to obtain information
b	Entertainment	
c	Learning	
d	Product promotion	
e	Status Update	
3	Quantity using social media	
a	not effective	Social Media 70% effective to obtain culinary information source
b	effective	
c	Very effective	
4	Motivation to learn with social media	
a	ordinary	motivation to learn with social media is motivated as much as 74%
b	motivated	
c	Highly motivated	

YouTube is the type of social media that is most widely used, amounting to 65% compared to other media such as Instagram, Facebook, TikTok and Twitter. Social media is currently widely used to search for various important information, namely 70% and the rest is for entertainment, for learning, product promotion and status updates. Social media is very effective for finding information about culinary arts, namely as many as 70% say it is effective. Social media can motivate students to continue studying culinary arts, namely 74% of students are motivated to learn through social media on the grounds that social media is more interesting, simple and the current trend is to learn culinary arts using social media, especially YouTube media.

The average respondent chooses social media to learn about cooking on the grounds that almost everyone has social media and social media is considered the easiest to use and access. Some say that social media is the most popular compared to other media, so culinary learning can be done anywhere regardless of place and time

4. CONCLUSION

Based on the research results, it was found that the use of social media started from YouTube, Instagram, Facebook, TikTok and Twitter by distributing questionnaires to 96 respondents whose most use of

social media was YouTube. YouTube is the most widely used, popular and popular media for searching for various culinary delights, from choosing ingredients, processing ingredients to presenting everything completely on YouTube. According to the results of the questionnaire, YouTube is the most effective, easy to use and able to motivate users. Apart from that, YouTube media can also be played repeatedly. The average use of social media is to search for information, including looking for information about culinary delights. Apart from searching for information, social media is also used for entertainment, product promotions and status updates.

Even though many people use social media to find information about culinary delights using YouTube, in Indonesia itself social media users are Facebook, followed by Instagram and TikTok. Apart from being easy to use and becoming a current trend, social media can also help users find information about culinary matters, help provide references for beginners who want to pursue the culinary field. The results of this research will then be used as support for subsequent research which will discuss the implementation of community-based culinary learning using social media.

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