



Development of Blog-Based Learning Media on Fusion Food Material for Class X Students of the Culinary Department of Mataram Vocational School, Semarang

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Abstract. *This research is motivated by problems in the learning process of Culinary Basics at SMK Mataram Semarang, especially on fusion food material, where the method of delivering the material is still monotonous and has not utilized technology-based learning media optimally. The purpose of this study is to develop blog-based learning media equipped with interactive evaluation, and to test the feasibility of the media based on expert assessment and user responses. This study uses the 4D model development method (Define, Design, Develop) with a reduction in the Disseminate stage. The results of the study indicate that the blog media developed is very feasible to be used in learning. The results of the feasibility test of blog-based learning media products on fusion food material obtained 87% with a very feasible category in the material aspect, 84% with a very feasible category in the media aspect, 87% with a very feasible category in the teacher response, and 92% with a very feasible category.*

Keywords: *learning media, blog, fusion food, vocational school, 4D development*

INTRODUCTION

The development of information and communication technology (ICT) has had a significant impact on the world of education, especially in improving the quality of the teaching and learning process. According to Huraerah et al. (2024), ICT facilitates faster access to global information, enables cross-individual interaction, and encourages innovation in the learning process. In this digital era, the use of technology-based learning media is very important to create more interactive, interesting, and contextual learning.

One form of learning media that is increasingly popular is blogs. This media is considered capable of presenting material flexibly, multimedia, and can be accessed at any time (Kristiyanti, 2011). Ariyani and Darni (2020) added that blogs provide new aspects in learning and can be an effective source of reference for students and teachers.

In the context of vocational learning, especially in culinary expertise programs, understanding the concept of fusion food becomes important along with the development of the culinary world globally (Chrisbiyah et al., 2024). However, based on observations at SMK Mataram Semarang in the subject of Basic Culinary, the learning process is still dominated by conventional media such as textbooks and PowerPoint. This has an impact on the low interest and understanding of students in contemporary materials such as fusion food.

Previous research has shown that blogs are effective in increasing students' enthusiasm for learning (Manshur et al., 2022). However, most of the blog media that have been developed have not been equipped with comprehensive learning evaluation features. Therefore, this study aims to develop blog-based learning media that present fusion food

material in an interesting and interactive way, and are equipped with evaluative quizzes to support the implementation of the Merdeka Curriculum.

METHOD

This study uses a Research and Development (R&D) approach with the 4D development model from Thiagarajan (1974), which consists of the Define, Design, and Develop stages, with a reduction in the Disseminate stage due to time and scope limitations (Pramana et al., 2022). Product validation was carried out by material experts and media experts, while limited trials were conducted on teachers and students of Mataram Vocational High School.

RESULTS AND DISCUSSION

Results

The results of this study are the results after the blog-based learning media on the fusion food material went through the stages of definition, design, and development. The researcher consulted the blog-based learning media on the fusion food material to the material and media validators. After that, a feasibility test was carried out on material and media experts, and a limited trial was carried out on teachers and students.

The following are the results of the feasibility test and user responses to the fusion food blog media:

1. The results of the feasibility test on the material aspect obtained a percentage value from the material expert, namely 87% with a very feasible category.
2. The results of the feasibility test on the media aspect obtained a percentage value from the media expert, namely 84% with a very feasible category.
3. The results of the teacher's response obtained a percentage value of 87% with a very feasible category.
4. The results of the student's response obtained a percentage value of 92% with a very feasible category.

Discussion

The development process was carried out using the 4D model (Define, Design, Develop) with a reduction in the Disseminate stage which was adjusted to the learning needs and characteristics of students at SMK Mataram Semarang. The define stage includes analysis of needs, curriculum, and existing learning conditions, while the design and develop stages produce interactive blog media, equipped with visual materials, videos, and learning evaluation features.

The validation results from material experts showed that the blog content met the criteria for truth, completeness, and up-to-dateness of the material, with a high validity score (Aiken's $V = 0.88$). Meanwhile, the validation by media experts stated that the blog design had met the aesthetic, navigation, and interactivity aspects, making the blog an interesting and easy-to-use learning medium. The evaluation of the instrument reliability also showed very good results with an ICC value of 0.847 for average measures.

The teacher's response was very positive, especially regarding the flexibility of the blog in supporting independent learning and its usefulness as a teaching aid. Meanwhile, students felt helped and more motivated to learn because of the attractive blog appearance, clear content, and easy access anytime and anywhere.

Overall, the development of this blog-based learning media not only enriches the variety of teaching media, but is also relevant to the spirit of the Merdeka Curriculum which emphasizes flexibility, independence, and integration of technology in the learning process. By integrating interactive content and digital evaluation, this blog is able to improve students' understanding of fusion food material, while creating a more meaningful and enjoyable learning experience.

CONCLUSION

Based on the results of the research and discussion on the development of blog-based learning media on fusion food material for class X culinary students of SMK Mataram Semarang, it can be concluded as follows:

1. Development of blog-based learning media on fusion food material using the 4D model with a reduction in the disseminate stage. So that it only consists of the define stage, design stage, and development stage.
2. The results of the feasibility test of blog-based learning media products on fusion food material in the material aspect obtained a percentage value from material experts of 87% with a very feasible category.
3. The results of the feasibility test of blog-based learning media products on fusion food material in the media aspect obtained a percentage value from media experts of 84% with a very feasible category.

4. Blog-based learning media on fusion food material received a response from teachers with a percentage of 87% with a very feasible category.
5. Blog-based learning media on fusion food material received a response from students with a percentage value of 92% with a very feasible category.

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