

**PENGEMBANGAN MEDIA INTERAKTIF KULINER ASIA BERBASIS
PROJECT BASED LEARNING DI PROGRAM STUDI PENDIDIKAN
VOKASIONAL SENI KULINER UNDIKSHA**

Oleh

Kadek Aprilia Cahyani, NIM 1815051019

Program Studi Pendidikan Teknik Informatika

Jurusan Teknik Informatika

Fakultas Teknik dan Kejuruan

Universitas Pendidikan Ganesha

Singaraja

Email: aprilia@undiksha.ac.id

ABSTRAK

Dalam kegiatan pembelajaran mata kuliah Kuliner Asia, tingkat pemahaman dan motivasi peserta didik masih rendah karena kurangnya variasi media pembelajaran dan ketersediaan bahan ajar Kuliner Asia yang sesuai dengan standar baku dari negara asal. Oleh karena itu diperlukan solusi untuk membantu mahasiswa untuk meningkatkan pemahaman dan motivasi belajar Kuliner Asia.. Tujuan dari penelitian pengembangan adalah untuk menghasilkan produk media interaktif, mengetahui kelayakan serta respon dosen dan mahasiswa terhadap media interaktif Kuliner Asia berbasis *project based learning*. Jenis penelitian yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan ADDIE. Responden penelitian ini ialah ahli isi, ahli desain-media, mahasiswa program studi Pendidikan Vokasional Seni Kuliner Undiksha dan dosen pengampu mata kuliah Kuliner Asia. Perolehan data pada penelitian ini melalui observasi, wawancara dan penggunaan instrumen kuesioner. Produk media interaktif Kuliner Asia berbasis *project based learning* yang dikembangkan berbantuan *software Adobe Captivate* valid, efektif dan layak digunakan pada pembelajaran Kuliner Asia. Terbukti perolehan hasil rata-rata koefisien uji ahli isi dan desain-media sebesar 0,97 yang masuk kriteria "Sangat Valid" dan uji efektivitas menggunakan perhitungan *N-Gain* memperoleh nilai 0,77 yang termasuk kriteria "Efektif". Selain itu, hasil respon dosen dan mahasiswa menggunakan metode *UEQ* adalah positif pada aspek yang terdiri dari: *attractiveness*, *perspicuity*, *efficiency*, *dependability*, *stimulation* dan *novelty*. Dapat disimpulkan media interaktif berbasis *project based learning* yang dikembangkan efektif dan layak digunakan dalam pembelajaran Kuliner Asia.

Kata kunci: Media Interaktif, *Project Based Learning*, Mata Kuliah Kuliner Asia, *Adobe Captivate*, *UEQ*

**DEVELOPMENT OF INTERACTIVE MEDIA FOR ASIAN CULINARY
BASED ON PROJECT-BASED LEARNING IN THE UNDIKSHA
CULINARY ARTS VOCATIONAL EDUCATION STUDY PROGRAM**

By

Kadek Aprilia Cahyani, NIM 1815051019

Study Program in Educational Informatics Engineering

Major in Informatics Engineering

Faculty of Engineering and Vocational

Ganesha University of Education

Singaraja

Email: aprilia@undiksha.ac.id

ABSTRACT

In learning activities for the Asian Culinary course, the level of understanding and motivation of students is still low due to the lack of variety of learning media and the availability of Asian Culinary teaching materials that are following the standard of the country of origin. Therefore, solutions are needed to help students to increase their understanding and motivation to learn Asian Cuisine. The purpose of development research is to produce interactive media products, and determine the feasibility and response of lecturers and students to interactive media Asian Culinary based on project based learning. This type of research is Research and Development (R&D) using the ADDIE development model. The respondents of this study were content experts, design-media experts, students of the Undiksha Culinary Arts Vocational Education study program, and lecturers who taught the Asian Culinary course. The research data were obtained through observation, interviews, and using questionnaire instruments. Asian Culinary interactive media products based on project based learning developed with the help of Adobe Captivate software are valid, effective, and feasible to be used in Asian Culinary learning. It is proven that the average result of the content and design-media expert test coefficient of 0.97 which is included in the "Very Valid" criterion and the effectiveness test using the N-Gain calculation obtains a value of 0.77 which is included in the "Effective" criterion. In addition, the results of the responses of lecturers and students using the UEQ method are positive in aspects consisting of attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. It can be concluded that interactive media based on project based learning that is developed is effective and feasible to be used in learning Asian Cuisine.

Keywords: *Interactive Media, Project Based Learning, Asian Culinary Course, Adobe Captivate, UEQ*