

**PENGEMBANGAN *MICROCONTENT* DI BIDANG
FOOD & BEVERAGE PRODUCT
UNTUK MAHASISWA D4 PENGELOLAAN PERHOTELAN**

**Oleh
Gede Esa Putra, 2257011008
Jurusan Manajemen**

ABSTRAK

Penelitian ini bertujuan mengembangkan media pembelajaran berbasis *Microcontent* pada mata kuliah *Food & Beverage Product* yang terintegrasi dengan *English for Food & Beverage* bagi mahasiswa D4 Pengelolaan Perhotelan. Penelitian menggunakan metode penelitian pengembangan (development research) dengan pendekatan kualitatif deskriptif melalui tahapan analisis kebutuhan, pengembangan prototipe video *Microcontent*, uji coba, dan evaluasi. Subjek penelitian terdiri atas 19 mahasiswa semester VII Program Studi D4 Pengelolaan Perhotelan. Data dikumpulkan melalui kuesioner terbuka, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa *Microcontent* dinilai jelas, menarik, mudah dipahami, dan membantu mahasiswa memahami prosedur praktik serta kosakata bahasa Inggris pada bidang *Food & Beverage*. Mahasiswa menilai kelebihan media ini terletak pada penyajian materi yang ringkas, fleksibel, dan dapat diakses berulang kali. Namun, beberapa mahasiswa menganggap durasi video yang singkat menyebabkan penjelasan materi tertentu belum disampaikan secara mendalam. Temuan ini menunjukkan bahwa *Microcontent* berpotensi meningkatkan efektivitas pembelajaran praktik dan mendukung pembelajaran mandiri dalam pendidikan vokasi perhotelan.

Kata Kunci: *Microcontent*, *Food & Beverage Product*, pembelajaran vokasi, *English for F&B*

***Development of Microcontent in the Food & Beverage Product Field for D4
Hospitality Management Students***

By

Gede Esa Putra, 2257011008

Management Major

ABSTRACT

This study aimed to develop a Microcontent-based learning media integrated with English for Food and Beverage in the Food and Beverage Product course for students of the Applied Bachelor of Hotel Management program. The study employed a development research method with a descriptive qualitative approach, consisting of four stages: needs analysis, Microcontent video prototype development, classroom trial, and evaluation. The participants were 19 seventh-semester students of the Applied Bachelor of Hotel Management program. Data were collected through open-ended questionnaires, observations, and documentation. The results showed that the Microcontent was perceived as clear, engaging, and easy to understand. It helped students improve their understanding of practical procedures and English vocabulary related to Food and Beverage operations. Students identified the main strengths of the media as its concise presentation, flexibility, and accessibility for repeated learning. However, some students noted that the short video duration limited the depth of explanation for certain topics. These findings suggest that Microcontent has the potential to enhance the effectiveness of practical learning and support independent learning in hospitality vocational education.

Keywords: Microcontent, Food & Beverage Product, vocational learning, English for F&B