

DAFTAR PUSTAKA

- Ali, N. H., Abdulmunim, M. E., & Ali, A. E. (2021). Constructed model for micro-content recognition in lip reading based deep learning. *Bulletin of Electrical Engineering and Informatics*, 10(5), 2557–2565. <https://doi.org/10.11591/eei.v10i5.2927>
- Andiani, N. D., Kusumayani, P. E., Trianasari, & Kesiman, M. W. A. (2023). Training and coaching on digital marketing as an information and promotional media. *ABDIMAS: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 8(1), 177–187. <https://doi.org/10.26905/abdimas.v8i1.8807>
- Becerra-ocha, A. (2026). Microcontent as a strategic engine of entrepreneurial marketing: A scientometric review in the age of TikTok, Reels, and Shorts. *AWARI PRO METRIC*, 7(1), 1–17. <https://doi.org/10.47909/awari.109>
- Brame, C. J. (2016). Effective educational videos: Principles and guidelines for maximizing student learning from video content. *CBE—Life Sciences Education*, 15(6), 1–6. <https://doi.org/10.1187/cbe.16-03-0125>
- Conde-Caballero, D., Castillo-Sarmiento, C. A., Ballesteros-Yáñez, I., Rivero-Jiménez, B., & Mariano-Juárez, L. (2024). Microlearning through TikTok in Higher Education: An evaluation of uses and potentials. *Education and Information Technologies*, 29(2), 2365–2385. <https://doi.org/10.1007/s10639-023-11904-4>
- Darmayasa, J. B., Aras, I., & Mucti, A. (2023). *Microlearning: Teori dan implementasinya di perguruan tinggi* (S. Wulandari & I. Fitriah (eds.)). Syiah Kuala University Press.
- Fitzgerald, J. H., & Tisdell, C. C. (2019). The impact of educational microcontent on the student learning experience. *ICMSTTL 2019: Proceedings of the 2019 International Conference on Mathematics, Science and Technology Teaching and Learning*, 1–6. <https://doi.org/10.1145/3348400.3348412>
- Janos, C. H. (2015). Micro content – content organization in the world of networks. *Opus et Educatio*, 5(4), 435–447. <https://doi.org/10.3311/ope.288>
- Major, A., & Calandrino, T. (2018). Beyond chunking: Micro-learning secrets for effective online design. *FDLA Journal*, 3. <https://nsuworks.nova.edu/fdla-journal/vol3/iss1/13>

- Modhvadiya, P., & Vahora, L. (2025). The role of social media micro-content in informal ELT learning. *ELT Quarterly*, 24(2), 72–86. http://hmpenglish.com/doc/elt_quarterly/2025/june.pdf
- Parwati, N. N., & Trianasari. (2016). Educational tourism based on Tri Hita Karana in Mengesta in Bali. *Binus Business Review*, 7(3), 307–314. <https://doi.org/10.21512/bbr.v7i3.1815>
- Pinchai, P., & Sojisirikul, P. (2024). Using micro-content modules to enhance students' critical reading ability. *REFlections*, 31(3), 1386–1407. <https://eric.ed.gov/?id=ej1459922>
- Reynolds, J., & Dolasinski, M. J. (2023). Microlearning: Exploring hospitality student preferences of multi-sensory/multi-modality tools within various contexts. *Journal of Human Resources in Hospitality & Tourism*, 22(4), 513–533. <https://doi.org/10.1080/15332845.2023.2207976>
- Riasa, I. M. L., Nitiasih, P. K., & Putra, I. N. A. J. (2018). Developing English For Food and Beverage Service course materials for DIII Perhotelan at Universitas Pendidikan Ganesha. *JPBII*, 6(1), 1–10. <https://doi.org/10.23887/jpbi.v6i1.2706>
- Sánchez-alonso, S., Sicilia, M., García-Barriocanal, E., & Armas, T. (2006). From microcontents to micro-learning objects – which semantics are required? (Semantics for microlearning). In T. Hug, M. Lindner, & P. A. Bruck (Eds.), *Micromedia & E-Learning 2.0: Gaining the Big Picture: Proceedings of Microlearning Conference 2006* (pp. 295–303). Innsbruck University Press.
- Wahyuni, I. A. P. P. S., & Parma, I. P. G. (2020). Penerapan SOP bagi mahasiswa PKL pada departemen food and beverage service The Oberoi Beach Resort, Bali. *JMPP*, 3(1), 20–28. <https://doi.org/10.23887/jmpp.v3i1.28997>
- Widiastini, N. M. A., Andiani, N. D., & Rahmawati, P. I. (2017). Pelatihan product knowledge di bidang perhotelan. *TEAM* 2. https://www.researchgate.net/publication/320398801_Pelatihan_Product_Knowledge_Di_Bidang_Perhotelan
- Wikantini, I. A. K. W., & Andiani, N. D. (2020). Strategi Peningkatan Keterampilan Pramusaji di Makase Restaurant. *JMPP*, 3(2), 42–50. <https://doi.org/10.23887/jmpp.v3i2.28992>

Wulandari, N. L. M., & Rahmawati, P. I. (2020). Analisis kebutuhan bahasa Inggris pramusaji di hotel berbintang 5 di Bali. *Jurnal Manajemen Perhotelan dan Pariwisata*, 3(1), 10–18.
<https://doi.org/https://ejournal.undiksha.ac.id/index.php/JMPP/article/view/2>

