

# Project-Based Learning Uses Vlog Media On Food And Beverages Products

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**Abstract:** The rapid development of information technology in the 21st Century learning in the industrial revolution 4.0 era brought a new paradigm of change in the implementation of learning. So that allows teachers to choose learning models and relevant media to be used today by the times in the era of the industrial revolution 4.0. In this case, instructors are also required to be facilitators and creative in combining models and learning media that are applied in the implementation of learning, in addition to that students are also required to be creative and able to utilize technology properly. This study aims to examine the project-based learning (PjBL) model using Vlog media in the Food and Beverage Product course. The findings show that by applying the learning Project-Based Learning Model using Vlog media where teachers can present material creatively in the form of videos can stimulate students; teachers can also emphasize to students in project-based learning. On the other hand, students are motivated to be actively involved In learning, creative and innovative is in creating a product. Further on the subject of food and beverages Product tutoring students can visually create a tutorial project Vlog such as organizing a kitchen, ingredients, seasonings and deep-processing tools, menus, Cooking method (basic method of cooking), Cutting method according to the stages and procedures that are packed with creative concepts in Vlog media and made interesting content..

**Terms Index:** Project Based Learning (PjBL), Projects, Vlog, Food and Beverages.

## 1 INTRODUCTION

Development of technology in the era of the industrial revolution 4.0 presents challenges in vocational education. Education is also affected by the rapid development of today technology. Global demands make it possible in the field of education to adapt to information and communication technology (ICT), especially in learning activities. According to [1], Utilization of ICT in education has become a demand in the 21st Century in line with the rapid flow of information that is increasingly advanced. Therefore, the development of technology requires that vocational educators began to implement a wide range of creativity and innovation in the learning process activities that are relevant today. Especially at this time, the field of food and beverages is a major sector that developed in the Industrial Revolution 4.0 era in Indonesia. The development of technology has begun to influence the direction of education that has been digitally based and uses the latest technology that is in line with current developments. Therefore teachers are required to be able to face the transformation of learning and do relevant learning. According to [2] learning paradigm shift currently one of which centred on the students, using the technology, learn to network anytime and anywhere, the role of teachers is also changed to become a facilitator. Technological development requires teachers as creators and facilitators in the learning process; teachers must be creative and innovative. Conventional learning with lecture and memorization methods must begin to shift with the use of learning models and the use of the latest ICT-based learning media, which is under the development of students as well. Development of instructional media is needed to overcome the problems that occur in teaching and learning activities by increasing the use of ICT. According to [3], media is something that can convey and channel messages from a planned source, so that it can create a comfortable learning environment and can carry out the learning process efficiently and effectively. Thus the existence of learning media can facilitate the delivery of messages subject matter material so that learning activities become effective and efficient. The newest learning media that can be used is Vlog. Vlog or video blog is a video blog that is an audiovisual based video recording activity. Vlog also

contain opinions, stories or daily activities that are generally written on blogs. Vlog videos can be published and disseminated, for example through YouTube, which is a website portal that provides video sharing and watching services. Teachers can use Vlog in learning. Besides the Vlog usually contains daily activities that the creator shows the creator's self-expression. Therefore, the Vlog can be used as material for students' projects. According to [4] Project, Based Learning is an innovative model, mainly focusing on contextual learning through various complex activities. The problem that often arises when the Food and Beverage Product course is not yet using a project-based learning model and not yet using a digital-based learning media, where so far the learning is carried out conventionally, so students are not creative and less innovative. To anticipate these instructors must choose the right learning model and learning media, and even be able to combine learning models with the media. The learning model is a picture of a learning environment, which also includes our behaviour as lecturers when the model is applied [5]. Therefore, teachers can choose the model applied to learn to adjust to the subject to achieve the learning objectives. According to [5] learning models include five components namely syntax, social systems, principles of reaction, support systems, and instructional and accompaniment impacts. One learning model that is considered relevant to be applied to food and beverages product courses is based learning Project-Based Learning Model (PjBL), where the model PjBL emphasizes more on the core of learning activities through projects. According to [6], the PjBL model is a model that exposes students to relevant learning, which positively influences the development of creativity so that students can actively explore knowledge, ask questions, find problems, design, and implement projects. This study aims to examine the model project-based learning using media Vlog in the Food and Beverage Product course. Especially regarding the use of media Vlog on student project assignments makes so students become creative, innovative and motivated in learning.

## 2. METHOD

The research method used is literature study research by

finding references theoretical from various written sources such as books, articles, relevant national and journals international, supporting documents. Therefore it can be used as a basic foundation in conducting studies on the PjBL model using Vlog media in the Food and Beverage Product course.

### 3. RESULT AND DISCUSSION

#### Media Vlog

Video Blog or Vlog is currently widely used by people ranging from young people to the elderly; especially their daily life is inseparable from gadgets or gadgets that are in line with technological developments in their revolution industrial4.0. According to [7] Vlogging is one form of more content on the YouTube platform. YouTube is an internet application that can upload, share and watch videos through a platform integrated [8]. Through the facilities available on YouTube, users can download various videos such as films, music, and instructional videos, vlogs, amateur videos and others that are widely disseminated through networks that are connected through the internet. The Vlog video itself contains a monologue recorded with a webcam or camera, from which the editing techniques can be made in interesting shapes. According to [9] media are all forms of communication tools used in conveying information from sources to students, which have the aim to be able to stimulate students in participating in learning activities as a whole. The characteristics of learning media itself are identical with a form that can be touched, seen, heard, and observed. The main pressure of the media lies in the things that are seen (visual), heard (audio), and touched. And learning media is a tool that can be used in learning activities [10]. Various learning media that teachers can choose in the learning process include textbooks, video cameras, films, video recorders, pictures, photographs, graphics, computers, and others. One of the media that can be used that is considered relevant is through Vlog. Vlog here is a media that has audio and visual elements. Therefore teachers can choose Vlog in learning to be able to create interesting learning for students. Besides, students can also be creative by producing products, for example, vlogs are integrated in-based learning project, so students can create a project attractively and creative.

#### Project-Based Learning Model

Learning is inseparable from the interaction between instructors and students. In learning also has guidelines and steps in the sequence of learning that must be done step by step, which is contained in a model learning. The learning model is a plan or pattern that can be used for the curriculum (long learning material), designing learning materials, and for delivering learning inside and outside the classroom [11]. Higher education itself refers to the standardization of the learning process that has an innovative renewal. One learning model that can be used as an alternative for instructors to choose is Project-Based Learning (PjBL). Project-Based Learning (PjBL) is project-based learning. Through the PjBL model can provide opportunities for lecturers to manage learning by involving project work [12]. Then the project work can be intended for students in producing and creating a product. The syntax of the BJPL model according to [13] with the syntax consists of six steps, namely (1) Star with the essential question, (2) Design a plan for the project, (3) Create a schedule, (4) Monitor the student and the progress of the

project, (5) Assess the outcome, and (6) Evaluate the experience. With the syntax of the PjBL model applied in learning, it can stimulate students' learning motivation, improve problem-solving abilities, encourage students to be more active; students can develop and practice skills, provide experience and practice in organizing projects, and make time allocation and other resources such as equipment to complete tasks. Providing learning experiences that involve students in a complex and designed to develop according to the real world and make the learning atmosphere enjoyable, so that both students and educators enjoy the learning process. On the other hand, the PjBL model can also help create cooperation and interaction between students [14]. Based Learning Project Using Vlog in Food and Beverages Product Subjects Teachers can use Vlog as learning media for students' project assignments, the teacher's role as a facilitator who can control students' tasks. This Vlog is more directed to assignments project, and when delivering lecture material. Learning outcomes of students in the course food and beverages are expected students can understand and be skilled in organizing the kitchen, ingredients, herbs and tools in processing, menus, cooking methods (basic cooking methods), and Cutting method. In teaching food and beverage Product courses using vlogs can clarify teaching materials such as looking at ingredients and food seasonings, being able to clarify the stages of processing archipelago cuisine, doing the correct cooking method, and others. Through Vlog media, students can access vlogs flexibly anywhere, anytime, widely publicized. Besides, through the Vlog, the results of projects created by students can also be used to promote products so that they have their value so that products can be sold and increase income. The video is put on YouTube then the students see the show. YouTube is a part of social media when the videos made are then shared and interactions occur through the comment facility listed on the YouTube site [15]. Learning videos have several advantages such as (1) learning videos can be used widely which can be accessed on social media YouTube; (2) learning videos can be used for a long period and at any time and of course, the material in the video is still relevant. (3) Videos learning are a simple and fun media; (4) through learning videos can help students to understand the material and help the instructor when teaching the material [16]. Through vlogs, it can educate students to use technology tools positively, develop students' creativity that not only utilizes social media, but is able to create useful, innovative works, can be shared with many people, can provide enthusiastic responses, become power attractiveness, can create a different learning atmosphere, give the impression of being present, as well as that of its era. Model PPA and media Vlog subjects considered suitable for food and beverages product, especially on the subject of organizing the kitchen, seasoning materials and tools in the processing, navigation, Cooking method (basic method of cooking), and Cutting method. Because through the Pjbl and Vlog models can make projects in the form of tutorials such as preparing food, doing the cooking process according to the stages and procedures and cooking techniques that are good and right, the whole process can be packaged well in a Vlog and made interesting content.

Steps in Project-Based Learning are using Vlog in the subject of food and beverages.

1. Teachers provide problems in Food and

Beverage Product courses. Then students are divided into groups consisting of 4-5 people. Students are given assignments project about making tutorials to organize kitchens, ingredients, spices and tools in processing, menus, cooking methods (basic cooking methods), cutting methods which are carried out according to procedures and stages.

2. Next students are instructed to make the concept of making a Vlog according to the topic that is divided on the subject of food and beverages.
3. Students collect the initial results of the project in the form of the concept of making a Vlog. Teachers assess results project learners initial and provide advice and to make improvements.
4. Students begin to make a project by making a Vlog by recording tutorials according to the topic. Of course, the students in making the Vlog pay attention and are based on the concept, then the video recorded is edited interestingly like adding text, animation, pictures and so on so that students can be creative in producing a project, and the results are uploaded to YouTube.
5. Each group presents the Vlog results that have been uploaded in the classroom through the projector and conducts a final assessment.
6. The teacher assesses the Vlog that has been created by students. Assessment is done by looking at the results of projects the students in their cooking tutorials, starting from the step by step stage to the final results; in addition to that, the instructor also evaluates presentations in each group.
7. Students have peer assessments, the aim is to provide an assessment and provide arguments for the discussion of the results of other students.

The model PjBL emphasizes the existence of a project to produce a product. Projects made in the form of vlogs, in making the video, came up with creative ideas to explore the ability to create interesting, innovative, creative cooking tutorial content. In-based learning project using the Vlog the teacher acts as a facilitator. The advantage of this Vlog is that teachers can easily assess the results of project assignments because through Vlog can be played repeatedly and can be accessed flexibly. They can provide feedback or comments on the Vlog. For deficiencies requires a computer device and application for video editing. The instructional impact of the applied model allows students to understand, increase knowledge, improve learning outcomes, and improve skills. The Impacts are accompanying creative, flexible learning, widely accessed, global connections, especially in the era of the industrial revolution 4.0 and the theory of learning connectivity that is interconnected via digital, increasing collaboration.

#### 4. CONCLUSION

The development of technology in the era of the industrial revolution 4.0 is so rapid so that there will be occur hybridization of learning patterns towards digital technology. As technology develops, teachers are required to be able to choose and use technology-based learning media. Besides, the teacher's role as a facilitator and must be able to be creative in carrying out learning. On the other hand, students can learn independently, actively and creatively and be able to produce work through projects. The results of studies on the

learning Project-Based Learning Model (PjBL) using Vlog media in the Food and Beverage Product course show that teachers can present material creatively in the form of videos, can stimulate students, instructors can also emphasize to students in project-based learning. Students also become motivated to be actively involved in learning, creative and innovative in creating products in food and beverages Product courses such as organizing kitchens, ingredients, spices and tools in processing, menus, cooking methods (basic cooking methods), cutting methods according to the stages and procedures that are packed with creative concepts in vlogs and made interesting content. The instructional impact of the applied model allows students to understand, increase knowledge, improve learning outcomes, and improve skills. The Impacts are accompanying creative, flexible learning, widely accessible, globally interconnected and digital connections.

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