

***THE EFFECT OF DIGITAL TECHNOLOGY ON THE OUTCOME OF LEARNING TO COOK  
INDEPENDENTLY IN THE CULINARY COMMUNITY***

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**ABSTRACT**

The Effect of Digital Technology on Learning Outcomes of Independent Cooking in the Culinary Community the Covid-19 pandemic has changed people's culture in consuming food. Many activities are done at home and cooking is an alternative to pass the time. For some people, cooking is a business opportunity to increase their income. For people who rarely and never even cook, this is the right moment to start learning to cook. the existence of social media, technology platforms, smartphones, and the internet make it easier for people to learn to cook independently both at home and in various places. The purpose of this study was to determine the effect of digital technology on the results of learning to cook independently in the Culinary Community. From the results of the questionnaire that was filled out by 72 respondents, it was found that technology has an influence of 64.5% on the results of learning to cook independently, and 35% is influenced by other variables. This shows that the existence of digital technology cannot be separated in human life today, especially in the digital era which is all technology-based.

Keywords: Digital technology, Learning, Cook independently, Culinary, Community

**1. Introduction**

Learning to cook today is not difficult, content can be easily obtained online on the internet, starting with the types of recipes and ingredients and how to process these ingredients into delicious, interesting, and nutritious food. Through YouTube videos, one can see, learn and practice directly at home [1]. Without having to spend a lot of money to learn to cook, the existence of digital technology really helps someone learn to cook

easily. Various kinds of cooking programs appear in various media, both print and electronic, such as on television screens, YouTube links, Instagram links, and Facebook links. Unwittingly has changed a new paradigm of learning to cook without having to spend money on courses or special cooking schools.

Cooking experience is one of the motivations for someone to learn and develop knowledge about the cooking process starting

from choosing ingredients, preparing healthy food choices and nutritional knowledge with fun cooking programs. [2]. Supported by digital technology, choosing recipes and the ingredients used is not difficult at this time. Through a smartphone, a person can obtain food ingredients and a list of recipes used and then these ingredients can be obtained where they are easily traced. Purchases of cooking ingredients are also obtained with the grip of a smartphone, starting from the search, ordering, up to payment processes are done easily [3]. The number of websites that discuss culinary, recipes, cooking resources, and online recipes [4]. Food is one of the most vital industries and the largest industry and many people are involved in because the culinary business is very important and never ending, reaching 67.66% of the business, which is followed by the fashion business at 15%. [5]

In the Covid-19 pandemic, many people are active at home and cooking has become one of their routines to pass the time. For some people who like and have a hobby of cooking, this is used to develop and channel their cooking talent, and for those who have never cooked, this situation is the right moment to start learning to cook. [6]

This research starts from the introduction which explains the problems that occur regarding the background of the problem, the objectives, and benefits of the research. The second part regarding related work contains theories related to the topic that will be the reference for this research. Method contains

the research methods used from data collection methods, and other methods used in this research. Conclusion discusses the discussion and results of data processing and the solutions offered to solve the problems that occur.

## 2. Related Work

The development of technology has a positive impact, namely information that is fast and increasingly open without the boundaries of space and time. In addition to having a positive influence, technology also has a negative influence including technology can change behavior, norms, ethics or community culture which sometimes does not match the prevailing norms [7].

Learning to cook online is now an option, basic cooking lessons are done face-to-face, now learning to cook can be done virtually by utilizing video content, besides that TV programs showing culinary shows have a positive effect on food choices with healthy nutritional intake. liked by kids [8]. The program is more interesting with a program that is packaged in the form of direct practice and discussion opportunities for the audience directly, both spectators who watch live or watch from a distance (home).

Cooking technology is getting more sophisticated from day to day, cooking is no longer done traditionally but has been mostly done with modern technology. Recently, solar cooking technology has emerged for cooking purposes as a substitute for firewood and gas [9]. The virtual cooking community is also one of the current trends. In this virtual

community, everyone can interact with each other online with the motivation to share information with each other [10].

There is a channel that provides information on safe recipe processing guidelines to staff, educators, and consumers

in several places with the help of professional and credible nutritionists who are motivated so that they can cook with confidence in theory and expert guidance. Here are some YouTube channels that provide cooking guides:

Table 1 Recommendations for YouTube accounts to learn to cook

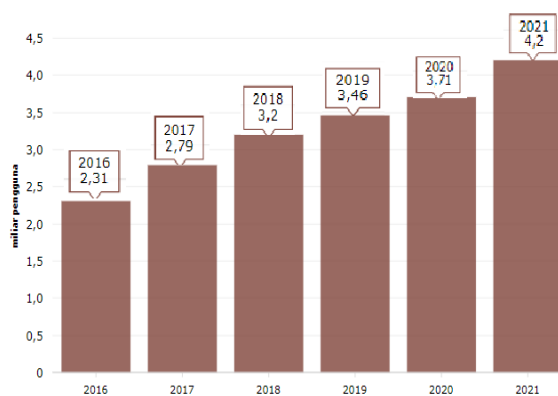
No.	Account name
1	Bon Appetit
2	Food52
3	Munchies, from Vice
4	"Binging with Babish" & "Basics with Babish"
5	Joshua Weissman
6	J. Kenji López-Alt
7	Food Wishes

Source : Setianingrum [6]

In this digital era, we can do all things work easily along with the development of digital technology. Especially in the education sector during the Covid-19 pandemic. In terms of education, digital technology has a great influence. And the two are related to each other. The Covid-19 pandemic which has lasted for one year has had such a huge impact on Indonesian education. There are bad effects and good effects. Various ways are carried out to realize a conducive and efficient teaching and learning process during the rampant cases of Covid-19. Learning online or being brave is the government's choice to meet educational standards in Indonesia. Usually, learning is done face-to-face or directly. But now the teaching and learning process can be done online to avoid just creating and breaking the chain of spreading Covid-19.

No.	Account name
1	Kokiku TV
2	Masak.TV.
3	Rasa Savange.
4	Yuda Bustara.
5	Arnold Poernomo.
6	William Gozali
7	Dapur umami.
8	Farah Quinn

Source : Brilio Channel [11]



Graph 1 Number of Social Media Users in the World (2016-2021) [12]

From graph 1 above, global social media users in 2021 according to We are social, 2021 will reach 4.2 billion or 13.2% compared to the previous year. An average of more than 1.3 million new users on social media every day since 2020 and that figure is equivalent to 155,000 new users every second [12].

The number of monthly active users of the Facebook platform as the most widely used social media in the world is 2.7 billion users as of January 25, 2021. In addition to Facebook, other social media that have many users are YouTube (2.3 billion) and WhatsApp (2 billion) and Instagram of 1.2 billion [13].

### **3. Method**

The author chooses to use a quantitative approach where the emphasis is on testing theory through measuring research variables with numbers and analyzing data with statistical procedures. The research method used in solving the problem under study is by using a descriptive method, namely solving the problem being investigated by describing the current state of a person's research subject/objek based on current facts. The author describes the actual situation of the influence of digital technology on the results of learning to cook independently in the culinary community

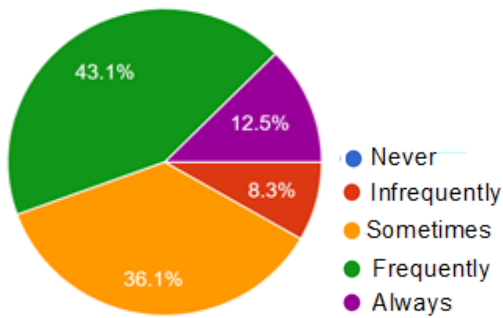
The data collection method is carried out using the library study method where the author looks for supporting data or theories as theoretical studies, references and other scientific literature [14]. In addition, the author also uses a survey method, namely the author conducts research directly asking interested

parties [15]. Questionnaires were made and interviews were conducted with digital technology users to learn to cook independently, how often they use digital technology platforms, whether YouTube, Tv Channel, Twitter, Facebook, or Instagram. From the results of the distributed questionnaires, tabulations are then made and processed using statistical processing tools.

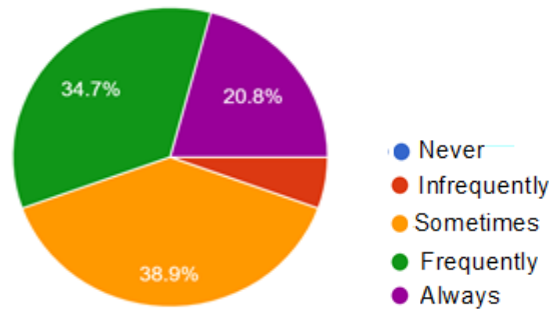
To measure how often people use digital technology to access cooking content using a Likert scale. This scale uses an ordinal measure so that a ranking can be made even though it is not known how many times one respondent is better or worse than the other respondent. The answer to each instrument item uses a Likert scale with a graduation from very positive to very negative [16]. The tool used in data processing uses the Statistical Product and Service Solutions (SPSS) application.

### **4. Result and Discussion**

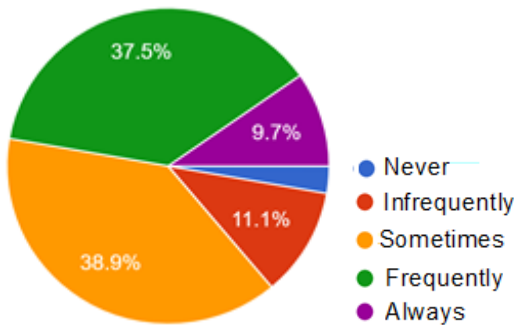
Respondents who participated in filling out the questionnaire were 72 respondents with an age range of 20 to 44 years and gender were women who on average tended to do cooking activities. The results of the questionnaire that has been filled in by the respondents obtained the following results:



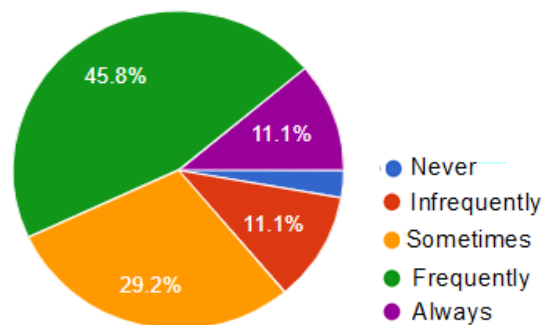
Graph 2 Learn to cook by watching cooking videos on social media



Graph 3 Learning to cook through a technology platform



Graph 4 Learn to cook with a smartphone



Graph 5 Learn to cook from the internet

Based on the 4 graphs above, it can be concluded that on average, respondents often access cooking videos on social media by 43.1%, often learn to cook through technology platforms by 34.7%, often learn to cook with smartphones by 37.7%, and often learn to cook with smartphones. learn to cook from the internet by 45.8%. Few have never learned to cook with smartphones and the internet at 2.8% each, and none have never learned through videos on social media and technology platforms.

No	Variable	r count	r table	description
1	Digital Technology	0.451	0.232	Valid
		0.486	0.232	Valid
		0.679	0.232	Valid
		0.713	0.232	Valid
		0.611	0.232	Valid
		0.705	0.232	Valid
		0.343	0.232	Valid
		0.653	0.232	Valid
		0.662	0.232	Valid
2	Cook independently	0.522	0.232	Valid
		0.544	0.232	Valid
		0.663	0.232	Valid
		0.501	0.232	Valid
		0.620	0.232	Valid
		0.780	0.232	Valid
		0.648	0.232	Valid
		0.652	0.232	Valid
		0.666	0.232	Valid

Source: Primary data that has been processed (2021)

Table 2. Validity Test

From the results of the validity test, the value of r arithmetic > r table can be concluded so

that it can be concluded that all items used in this study are valid.

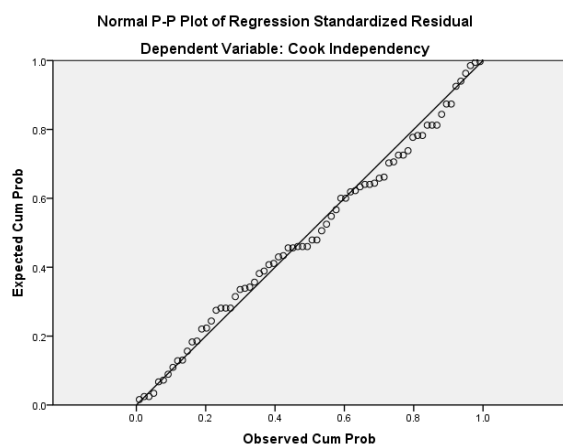
Table 3  
Reliability Statistics variable Digital Technology

Reliability Statistics	
Cronbach's Alpha	N of Items
.779	10

Table 4  
Reliability Statistics variable Cook Independence

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	8

Based on the results of the reliability statistic, Cronbach's Alpha value for the Digital Technology variable is 0.779 and for the Cook Independence variable is 0.786. Because the value of Cronbach's Alpha 0.60, it can be concluded that the variable is reliable.



Graph 6 Normal P-P Plot of Regression Standardized Residual

Source: Primary Data that has been processed (2021)

From the results of the Normality test using the P-P Plot of Regression Standardized Residual method, it is found that the points spread and follow a diagonal line on the Y axis, so it can be concluded that the data used is normally distributed.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 <sup>a</sup>	.645	.640	3.369

a. Predictors: (Constant), Digital Technology

b. Dependent Variable: Cook independently

Source: Primary data that has been processed (2021)

Based on the results of the Coefficient of Determination test seen in the Summary Model, the R Square value of 0.645 means that digital technology has an influence of 64.5% on Cook Independently and the remaining 35.5% is influenced by other variables.

## V. Conclusion

Based on the results of the questionnaire that has been filled in by the respondents, it can be concluded that on average, respondents always access cooking videos on social media to learn cooking by 43.1%, always learn to cook through technology platforms at 34.7%, always learn to cook with a smartphone by 37, 7%, and always learn to cook from the internet by 45.8%. Few have never learned to cook with smartphones and the internet at 2.8% each, and none have never learned through videos on social media and technology platforms. This shows that learning from social media, technology platforms, smartphones and

the internet is in great demand and is an alternative for people to learn and explore the culinary field.

The results of this study showed that as many as 72 respondents who had studied using digital technology to learn to cook independently, it was found that all items used were valid and reliable. In terms of data distribution, the results of the data are normally distributed. Digital technology has an influence of 64.5% on the results of learning to cook independently. This shows that utilizing digital technology to learn to cook independently is a solution for the community, especially in the digital era and when people are still limiting themselves to mingling freely due to the impact of the COVID-19 pandemic.

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