

## DEVELOPING HEALTHY RECIPE INSTAGRAM ACCOUNT AS TEACHING MEDIA OF PROCEDURE TEXT

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### Abstrak

*Di era pandemi Covid berdampak pada metode pembelajaran yaitu metode pembelajaran jarak jauh atau online. Khususnya dalam pembelajaran teks prosedur dengan instagram dapat memaksimalkan pembelajaran. Penelitian yang dilakukan oleh peneliti merupakan jenis penelitian dan pengembangan (R&D). Dalam penelitian ini peneliti mengembangkan media Akun Instagram Resep Sehat pada materi teks prosedur dengan responden adalah mahasiswa semester 2 Pendidikan Bahasa Inggris menulis untuk kelas writing professional context Universitas Pekalongan. Tujuan penelitian ini adalah untuk mengetahui perlunya pengembangan akun instagram resep sehat sebagai media pengajaran teks prosedur dan menjelaskan pengembangan akun instagram resep sehat sebagai media pengajaran teks prosedur. Penelitian ini menggunakan teori dan tahapan model pengembangan Borg & Gall dan datanya dihitung menggunakan Skala Likert. Pengumpulan data dalam penelitian ini dilakukan dengan menyebarkan angket kebutuhan mahasiswa akan media pembelajaran khususnya teks prosedur dan wawancara dengan dosen. Hasilnya, sebagian besar siswa sangat antusias dan termotivasi dengan penggunaan media berbasis akun Instagram Resep Sehat dalam pembelajaran menulis teks prosedur. Sebanyak 80% siswa menilai media pembelajaran teks prosedur melalui instagram sangat membantu saya dalam memahami materi, 90% siswa media pembelajaran menggunakan instagram ini memotivasi saya untuk mempelajari teks prosedur, 100% mereka suka belajar dengan menggunakan instagram sebagai media pembelajaran. media pembelajaran, dan 100% mereka menyukai pembelajaran teks prosedur menggunakan instagram. Selanjutnya, hasil penelitian ini dapat memberikan alternatif media bagi dosen dalam mengajar menulis dalam konteks profesional, khususnya materi teks prosedur.*

Kata kunci: Procedure text, Instagram, Teaching Materials.

### Abstract

*The Covid pandemic era has had an impact on learning methods, namely distance learning or online methods. Especially in learning procedure text with Instagram, it could maximize learning. The research that was carried out by the researcher is a type of research and development (R&D). In this research, the researcher developed Healthy Recipe Instagram Account media on procedure text material with the respondents were the 2nd semester students of English Education in the writing for professional context class, Universitas Pekalongan. The objective of this research were to investigate the need of developing healthy recipe instagram account as teaching media of procedure text and to explain the development of healthy recipe instagram account as teaching media of procedure text. This research used the theory and stages of Borg & Gall development model and the data was calculated using a Likert Scale. Data collection in this research was carried out by distributing questionnaires for students' needs for learning media, especially procedure texts and interview with lecturer. As a result, most students were very enthusiastic and motivated by the use of media based on Healthy Recipe Instagram account in learning to write procedure text. As many as 80% of students assessed that the Learning media of procedure text through Instagram really helped me in understanding the material, 90% of students Learning media using this Instagram motivates me to learn procedure text, 100% they like learning by using Instagram as learning media, and 100% they like learning procedure text using Instagram. Furthermore, the results of this research could provide alternative media for lecturer in teaching writing for professional context,*

*especially procedure text material.*

Key words: *Procedure text, Instagram, Teaching Materials.*

## Introduction

The development of media in the 21st century is marked by the use of technology which is very rapid and has a very large influence on learning behavior globally. Among these technological advances, the use of learning sources using Instagram media is very common. The use of instruments was also used in the field of English education, to vary process, manage, display and convey learning resources. Proficient in English for students was very necessary in the globalization era in order to have a career in international companies. English has four language skills, namely: listening, speaking, reading, and writing. Writing skill is considered as the most difficult skill, because to master writing skills, students must pay close attention to the use of vocabulary, grammar, pronunciation, spelling, letter formation, writing content, and writing format.

Indonesia is currently hit by Covid-19 pandemic which resulted in learning not taking place as usual. Consequently, teaching learning process was disrupted. The Covid pandemic era has had an impact on learning methods, namely distance learning or online methods. This learning method must be able to make lecturers innovate to make teaching materials that support learning English, especially for writing procedure texts. With this pandemic situation, students often access the Instagram platform to share daily activities, various images and videos to get rid of the boredom. However, the researcher only focuses on healthy recipes for a healthy body in the pandemic era by using Instagram, will later prove that students are able to write procedure text easily via Instagram. The objectives of this study were to investigate the need of developing healthy recipe instagram account as teaching media of procedure text, and to explain the development of healthy recipe instagram account as teaching media of procedure text. The writer expected this research to give the benefits for the reader and for the afterwards study about developing healthy recipe instagram accounts as writing teaching materials for procedure text.

The study conducted by Ulya and Sidqi (2020) focused on the importance of E-Module of Writing in a professional context for students, by planning the development of electronic modules. The study conducted by Soviyah and Etikaningsih in 2018 focused on technology that can change the world and influence people's mindsets, in the era of technology in education. There is some significance in writing skills between students who use Instagram and students who do not use Instagram, as well as involving 50 private high school students in Yogyakarta as the research sample. The research conducted by Handayano, (2016) focused on students using the Instagram media, becoming increasingly popular and up-to-date with current events. For this reason, teachers are offered great opportunities to develop classroom activities creatively. The research conducted by Hayati in 2017 focused on the use of video to teach students writing in procedure text, and showed that there was a significant difference between student achievement with being given video treatment and without being given video treatment in writing procedure text.

The similarities were such as from the topic that previously explained about social media technology for teaching materials, especially writing materials. Those studies used the same method with the writer's study that was Descriptive Qualitative. There were also the differences in the main topic research, the time, the subjects, the

kind of objects and the kind of factors. The main topic of this research is developing healthy recipe instagram accounts as teaching media of procedure text.

### Research Method

The research that was carried out by researcher was a type of research and development (RnD). In this research, the respondents were the second semester students of English Education in the writing for professional context class, Universitas Pekalongan. This research used the theory and stages of the Borg & Gall development model and the data were calculated using a Likert Scale. Data collection in this research was carried out by distributing questionnaires for students' needs for learning media, especially procedure texts and interview with lecturer.

### Finding and Discussions

The development and research that was done by researcher on English Education students has produced a Healthy Recipe Instagram accounts product for learning procedure text material which contains pictures of healthy food and drinks and uploaded to Instagram. The product was made in the form of an image that fits in procedure text material. In this study, before making the product, the researcher also distributed questionnaires to students about the students' needs in using Instagram as a learning medium for procedure text material on writing for professional context subjects. Questionnaires were distributed to the second semester students of English education. The number of respondents in this study amounted to 21 students and the results of the analysis are as follows.

#### The Description of Students'Need for Procedure Text Material

Figure 1.

Q	A	D
I like learning by using Instagram as learning media	80,9%	19,0%
I like learning procedure text using Instagram	90,5%	9,5%

The statements in the questionnaire above, it can be concluded for researcher to conduct research and development of Healthy recipe Instagram account media on procedure text. The results of the study indicated that students needed alternatives in learning procedure text and one of them is using Instagram media.

### Pre Interview

After completing the questionnaire, to get accurate information, the researcher conducted an interview to English lecturer Mrs.Inayatul Ulya, M.Pd who teaches Writing of Professional Context.

Table. 1

Q	A
How to procurements media on learning Writing Professional Context in English department at Universitas Pekalongan?	Lecture specially writing professional content sometimes I use the media such as video. The video sometimes I download and share in the google classroom and I also sometimes share the link of youtube which is the content of

	video related to the material, and than since to professional context consist some text type so every media for every material is not always same. sometimes I use media video and sometimes I use website.
What are the types of learning media used for teaching Writing Professional Context in English department at Universitas Pekalongan ?	use videos, website, power point and youtube
Do you use media in teaching?	Not always, it is based on the materials that we discussed.
What are your obstacles in teaching Writing for Professional Context?	In giving the materials sometimes there were obstacles because we cannot meet the students directly, so the discussion only can be done in the google classroom and google meet. it will be difficult to give feedback directly in online class, and I cannot monitor the condition in the online learning only, and some students did not activate the camera and some student also not active in the class, actually almost person always response in the google classroom and want to share the ideas point and I give the feedback.
Do the students have difficulties in learning?	No, they are enthusiastic in learning the materials of procedure text, I deliver The material by making power point and it was published in SIAKAD and we do discussion in the google classroom or google meet, I always give the response, and in the end of class I give assignment.

The interview that the researcher did with the lecturer, Mrs. Inayatul Ulya, M.Pd, that teaching writing professional context at Universitas Pekalongan used several media such as video, website, power point, and youtube. Some students were active in learning and deficient because of various obstacles, students carry out the tasks given by the lecturer as a form of the obligations of a student. However, some of them less enthusiastic in learning procedure text so they need innovation to attract students to be active and enthusiastic and add insight and follow the times in this digital era, so the researcher used Instagram which contains pictures to make it look real and inspire students, to be creative in learning.

### Research and Collecting the Information

The questionnaire that was analyzed, the researcher can conclude that students enjoyed and understood when the lecturer explains the writing for professional context learning activities class. In addition, they also needed learning media that can increase

their interest in studying procedure text material and increase the importance of writing. Furthermore, the researcher made Instagram learning media in the form of images to provide an alternative media for real procedure text learning material. Then, the images made are the original work of researcher and can be accounted for later. Furthermore, the images on Instagram can be processed and validated to determine their feasibility as learning media.

### **Planning**

The media planning that was made referred to current findings in general, such as the Covid-19 pandemic situation, all learning activities was transferred using online. Therefore, all learning activities were done digitally. In addition, the use of Instagram media needs to be developed especially in the current situation which is still in the Covid-19 pandemic, and today's teenagers, especially students, often access Instagram social media and this was what encourages researchers to develop Instagram learning media, which was in this case is tested. in learning writing for a professional context, especially in procedure text material.

### **Developing Preliminary Form of Product**

Developing a preliminary form of product was a step to build an initial form of educational product that can be tested in the field. Making the initial product of this learning media referred to the procedure text material. The content was adjusted to the material that focuses on the steps of making healthy food and drinks with the title healthyrecipes\_inproceduretext. In this step, the researcher makes food and drinks from the beginning to the end so that students can understand the procedure text material. The researcher used tools in the kitchen to make it easy to use and took pictures using smartphone.

### **Preliminary Field Testing**

In the Preliminary Field Testing, the resulting product that was validated was ready to be tested. This stage was done with the subject of 2nd semester students who are members of writing for professional context classes. There were 21 students involved in this trial phase. While the process was done through the Google Meet application.

### **Main Products Revision**

In this stage, after the initial group trial, the product was revised and adjusted based on validation sheets from lecturers and media experts. From the validation results that have been carried out, there were several revisions and suggestions from lecturers and media experts.

### **Main field testing**

At this stage, the draft produced from the trial revision activity was ready to be tested in large groups after going through refinements. The product re-trials were carried out with more numbers, which of course was followed by all 2nd semester students of English education in writing for professional context classes. From the last trial, researchers hope that the use of Healthy Recipe Instagram accounts as a learning media can provide solutions for lecturers in teaching procedure text material. In addition, the context and images presented in the Healthy Recipe Instagram account in



the form of images can also be understood by students and are in accordance with the structure in the procedure text material.

## Conclusion

Based on the results of the research that was done, it can be concluded that the development of Healthy Recipe Instagram account-based learning media on procedure text material in writing for professional context classes is a new thing and becomes an alternative for lecturers to use as a learning media. In addition, the response shown by students was also very good in appreciating the use of Instagram in learning procedure text. They provide constructive suggestions, so that in the future learning media can be developed, especially in learning to writing for a professional context.

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