

ABSTRAK

Siti Khairani. 5203342023. “Hubungan Penggunaan Instagram Reels Terhadap Hasil Praktek Produk Pastry dan Bakery SMK Pariwisata Imelda Medan”. Pendidikan Kesejahteraan Keluarga. Pendidikan Tata Boga. Fakultas Teknik. Universitas Negeri Medan. 2025.

Penelitian ini bertujuan untuk mengetahui : (1) Penggunaan Instagram Reels, (2) Hasil Praktek Produk Pastry dan Bakery (3) Hubungan Penggunaan Instagram Reels Terhadap Hasil Produk Pastry dan Bakery. Tempat Penelitian SMK Pariwisata Imelda Medan. Waktu penelitian bulan April 2025. Populasi dalam penelitian ini siswa kelas XI Tata Boga dengan jumlah 34 orang siswa. Desain penelitian ini adalah deskriptif korelasional. Teknik pengumpulan data menggunakan angket dan penilaian hasil praktek produk pastry dan bakery. Teknik analisis data secara deskriptif, tingkat kecenderungan data, dan uji persyaratan analisis dengan uji linear dan uji normalitas. Uji hipotesis dengan uji korelasi product moment dan uji koefisien determinasi.

Berdasarkan hasil penelitian ini menunjukkan bahwa (1) Tingkat kecenderungan variabel penggunaan Instagram reels termasuk cenderung tinggi sebesar 73,53 persen. (2) Tingkat kecenderungan hasil praktek produk pastry dan bakery siswa cenderung baik sebesar 61,75 persen. (3).Hasil analisis korelasi *Product Moment* terdapat hubungan yang positif dan signifikan antara penggunaan Instagram reels dengan hasil praktek produk pastry dan bakery siswa dengan koefisien korelasi *Product Moment* $r_{hitung} > r_{tabel}$ yaitu $(0,85 > 0,33)$ pada taraf signifikan 5 persen. Artinya semakin tinggi penggunaan Instagram reels maka semakin tinggi hasil praktek produk pastry dan bakery siswa. Hasil koefisien determinasi sebesar 72,25 persen, artinya penggunaan Instagram reels memberikan kontribusi 72,25 persen terhadap hasil praktek produk pastry dan bakery sedangkan 27,75 persen faktor lain yang diluar penelitian ini.



ABSTRACT

Siti Khairani. 5203342023. "The Relationship between the Use of Instagram Reels and the Results of Pastry and Bakery Product Practices at Imelda Medan Tourism Vocational School". Family Welfare Education. Culinary Arts Education. Faculty of Engineering. State University of Medan. 2025.

This study aims to determine: (1) The Use of Instagram Reels, (2) Pastry and Bakery Product Practices (3) The Relationship between the Use of Instagram Reels and Pastry and Bakery Product Results. Place of Research at Imelda Medan Tourism Vocational School. Time of research in April 2025. The population in this study were 34 students in class XI Culinary Arts. The design of this study is descriptive correlational. Data collection techniques using questionnaires and assessment of the results of pastry and bread product practices. Descriptive data analysis techniques, data tendency levels, and analysis requirements tests with linear tests and normality tests. Hypothesis testing with product moment correlation tests and determination coefficient tests.

Based on the results of this study, it shows that (1) The level of tendency of the Instagram reels usage variable is quite high at 73.53 percent. (2) The level of tendency of the results of students' pastry and baking product practices tends to be good at 61.75 percent. (3). The results of the Product Moment correlation analysis show a positive and significant relationship between the use of Instagram reels and the results of students' pastry and bakery product practices with a Product Moment correlation coefficient of $r_{count} > r_{table}$, namely $(0.85 > 0.33)$ at a significance level of 5 percent. This means that the higher the use of Instagram reels, the higher the results of students' pastry and bread product practices. The determination coefficient result is 72.25 percent, meaning that the use of Instagram reels contributes 72.25 percent to the results of pastry and bakery product practices, while 27.75 percent are other factors outside this study.

