



**DEVELOPMENT OF COOKING TECHNIQUES INFOMERCIAL FOR
BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT
STUDENTS OF STI COLLEGE BALAYAN, INC.**

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ABSTRACT

This study explores the use of YouTube video tutorials in improving the cooking skills of Hospitality Management students at STI College Balayan. Using a descriptive quantitative research design, the research involved 154 second year and third year students who answered a survey about their reasons for utilizing YouTube tutorials, the benefits they experienced, and the challenges they faced. Results showed that YouTube tutorials significantly helped students develop skills (mean score: 3.31), boosted their confidence in cooking (mean score: 3.25), and increased their engagement in learning (mean score: 3.26).

However, students also indicated challenges such as difficulties in understanding some content, applying techniques in practical settings, and managing their time. Statistical analysis revealed a strong positive relationship between students' reasons for using YouTube tutorials and the benefits they gained. In contrast, the relationship between students' reasons and challenges was weaker.

The findings suggested that YouTube tutorials are effective tools for improving culinary education but need enhancements to address their limitations. Recommendations include integrating YouTube tutorials with traditional teaching methods, improving the content and

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pacing of videos, and helping students manage their time effectively. This study highlights the potential of YouTube as a powerful resource for teaching practical skills like cooking.

Keywords: *YouTube, cooking skills, challenges, skill development, student engagement*



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