

Learning Process of Communication Arts' Students in Creating Local Cooking Video Materials

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Abstract

This project examines the students learn about producing local food videos. The 3-step learning process was conducted by each video was created from 1 piece per content with a 20-minute movie using a step-by-step learning procedure. Three pre-productions: pre-, pre-, and post-production. The data study demonstrated the local cooking media's reliance on visual, auditory, and content features by having students create local cookery videos as part of their learning process. Then, video materials were implemented and asked local community members towards its useful and appropriateness. The findings demonstrated that the list satisfied the respondents' questions. The most visible feature has a dependability degree of

satisfaction average of 4.76, making it the most satisfied.

Keywords: Creating local, Learning process, Video materials

1. Introduction

The Northeastern region of Thailand was home to a wealth of cultural traditions, indigenous wisdom, and educational opportunities related to environmental preservation. The vast majority of the population is involved in agricultural pursuits, including the cultivation of land and the breeding of animals. The tradition of eating food is abundant in terms of its use of natural resources. The food that is native to Isaan typically has a hot and spicy flavor. The glutinous rice is the primary vehicle for its consumption. Meats that can be cooked from the natural environment of the region, such as frogs, fishes, insects, snakes, and mice, are also available. However, these food materials have the potential to be used for studies of the local culture in addition to creative endeavors.

Creativity in producing shows is a human thing, and it's important to pass on culinary wisdom from generation to generation and contribute to food security. It was driven by society or the nation, it is essential to harness the potential and creativity of young people to produce creative programs in all aspects (Sein, 2022). In journalism, it is always mentioned or mentioned that the work or work that is released to the public must be a work of "creativity", as if "creativity" is the core of driving the development of content and presentation formats, especially television production in the middle of the context of intense competition in the digital TV industry today (Waterman & Rogers, 1994; Zettl & Zettl, 2006; Chintaradeja, 2021). In addition, people's media consumption habits have changed due to the evolving technology. Viewers are becoming more and more likely to watch their favorite TV shows via smartphones, and the development of social media such as Facebook live and YouTube has given consumers the opportunity to switch roles from media recipients to media producers more easily and conveniently (Burgess & Green, 2018).

At this time, creative production of cooking shows takes the form of a variety of formats, including programming that is documentary-based. It is possible for viewers of drama programs, game shows, quiz shows, talk shows, and variety shows, depending on the purpose that is given to the recipient, to perceive or acquire knowledge for the purpose of persuasion through the stories that appear in the show (Owens & Millerson, 2012). Therefore, the researchers have a strong interest in carrying out research studies on the creation of creative cooking items. This is a study of the creative production process of producing cooking items, promoting Isaan eating, and studying the satisfaction of young people with the cooking programs produced by the researchers in order to guide the production of other creative items that will bring maximum benefit to the production organization of the show. Other goals of this research include promoting Isaan eating and studying the satisfaction of young people with the cooking programs produced by the researchers.

2. Methodology

This study is a quantitative piece of research, and the participants in the sample are meant to be representative of a total of 30 farmers and agricultural product manufacturers. Cooking

video media 1 item that lasted for a total of 20 minutes, and the questionnaire that comprised this study consisted of 3 parts: The first section will cover general information about the samples, the second section will cover reliance on the show in three areas (visuals, audio, and content), and the third section will cover additional suggestions. In the process of researching and producing this show, the researchers gathered the information in two stages: the first was the production process, which involved making the item, and the second was the collection of data to assess the item (Cartwright, 2012).

2.1 Creative Item Production Process

2.1.1 Pre-Production

The researchers carried out studies, conducted research, and compiled data from a variety of sources, including books, textbooks, research, and dissertations. articles and other academic papers related to the manufacturing of food items, sourced either from printed books or from the Internet. This includes researching the various content formats on the list to determine which ones best suit the requirements of the intended readers. For the purpose of serving as a reference point during the creation and distribution of cooking food items. The researchers viewed a total of three cooking demonstrations available on the website youtube.com to conduct an analysis of the structure, content, and presentation methods that are used in the show, as well as what they look like, and then to apply those findings to the production and distribution of local food items. Participants in the study conducted interviews with local farmers to gather information that they could use to develop an original program. Make use of all of this information to not only write a script but also to create a timetable for all of the production activities.

2.1.2 Production

The production team is filming the show in accordance with the production plan by filming off-location in order to achieve the atmosphere of the fields in an Isaan fashion.

2.1.3 Post-Production

Editing a show, developing graphics, and adding sound effects are the steps that make up this process, which continues until the work is finished. 1 item 20 minutes long. Procedures to be evaluated in order to achieve better results. Purposive sampling was used to compile the list that the researchers used to determine the sampling for this study. The list contains the names of thirty farmers who are involved in the production of agricultural goods (Table 1).

Table 1. Gender data

Sex	Amount	Percent
Male	8	26.7
Female	22	73.3
Combine	30	100.0

Based on Table 1 gender data, eight respondents to the Hedkin satisfaction assessment were 8 males, representing 26.7 percent, and 22 females, representing 73.3 percent, for a total of 30 respondents.

3. Results and Discussion

The researchers created a cooking program to promote Isaan dining. The 20-clip long titled 1 *Hedkingan* show, which presents raw materials from 3 master agricultural groups, namely mixed agriculture, animal husbandry, and mushroom cultivation, as the main ingredients for presenting cooking stories through the *Hedkingan* list, with the following steps:

3.1 Pre-Production

Item Name: *Hedkingan*.

Item Type: Variety game shows and culinary genre shows with elements of an interesting show.

Content: Variety game show genre lists and cooking genre lists with elements of interesting items. The show will be about finding ingredients at *Hua Ngua* Village, collecting 5 ingredients to make the 5 dishes: rats, frogs, coconuts, flowers, kratom flowers and vegetables collected, competing against each other by 2 teams, each team divided into 3 people and the main menu challenge is mice and frogs who will have to create special dishes and cooking, face obstacles from the labels prepared by the team. The team will prepare obstacles to cook the best dishes. After that, invite the chef to pick up the tasting and decide that the winning team will face penalties as prepared by the team.

We have a team of three players, with Guitar and Anet serving as the hosts. Both of them will take turns serving as the team leader, and we will need two more crew members to prepare the special meal. The mice and frogs dish is the main course, and participants will have to overcome challenges, decide on a menu for their own group, and cook while facing obstacles that the team has prepared to put into the menu. They will have one hour to cook, during which time they will have to consider how to design the ideal menu, and they will compete in a 15-minute challenge game. After you have finished cooking, you should invite both chefs to try the finished dishes from both teams' menus so that you can determine the winners based on the quality of the food. The setting is prepared, and the chef describes what each team's menu will consist of before deciding how to penalize the losing team: they will have to hold a raffle to pay for everything they have to go through (Jeary, 2004).

In summary, students have taken good ingredients from *Hua Ngua* House. *Song Nue* Subdistrict, Namon District, Kalasin Province, to make a delicious dish and a traditional dish of Isaan people who are regularly eaten and subscribed to the channel.

Script Filmed the Hedkin's Show

List of Hedkingan				
Themes: Natural style				
Host: Anet, Guitar, Communications				
Guest: Ice Nami Tam tam ton communications				
Date: Friday, September 2, 2022				
Runtime: 20 minutes				
CUE	Shot type	Video	Audio	time
1	CU	Open host page	<p>Hello.</p> <p>MC1: Let's get into the freshman food program, which will take you all on a culinary journey from some of the best ingredients in the community, and this week we're at the Organic Food Group. Ban Hua Nguva Song nue Subdistrict, Namn District, Kalasin Province</p> <p>MC2: He's said to have some good stuff to miss, so he's going to have to go and find the ingredients that he says are good stuff. Today we're going to five places together.</p> <p>MC1: No, let's go.</p>	1.00
2	CU	INSERT	<p>Integrated Agriculture Group</p> <p>Frog group</p> <p>Group of rodents</p> <p>Squirrel clusters</p> <p>Coconut Group</p>	2.00
3	LS	Cooking Competitions	<p>MC2: Back in the culinary competition.</p> <p>MC1: From what we've seen, there's a lot of things going on. There are frogs, mice, mushrooms, coconuts and a combination of agriculture, and today we will use ingredients from the organic Dharma group to make a menu.</p> <p>MC2: First of all, let's explain the rules, we're going to divide them into two teams of three people, with ingredients prepared for both meat and vegetables to create today's specialty menu.</p> <p>MC2: But we're not going to make a simple meal, we're going to have a cooking barrier to make it exciting and exciting, and we're going to give you just an hour to create two menus that can be savory or dessert.</p> <p>MC1: And today we got a lazy one from a dented pan chef. Become a qualified incompetent director.....</p> <p>MC2: And first of all, we recommend the contestants.....</p> <p>MC1: If you're at the same time, start the timer.</p>	10.00
4	CU	Match summary	<p>MC1: Well, it's a big time to taste and determine who's going to win and let the judges judge and consider.</p> <p>MC2: And it's the moment of the announcement of the win.....</p> <p>And the penalty of the loser is how lemons are forbidden to be as sour as possible.</p>	6.00
5	CU	The show ends with a host.	<p>MC1: Well, for our show, let's just finish it. Like Click to share on this page.</p> <p>MC2: See you later.</p>	1.00

3.2 Production

In the production process section, the list The investigators conducted a filming session at Ban Hua Ngua community. Song nue Subdistrict, Namn District, Kalasin Province (Figure 1).



Figure 1. Production process

Source: Kanoknet, Central Checkpoint, 2022.

3.3 Post-Production

In the section referred to as post-production Following the completion of filming, it was concluded. The authors of the study used the footage to edit and compile the images in the order of the chapters. The program known as “Adobe Premiere Pro 2020” was used to edit the footage. It is even possible for it to reach the level of professionalism required to be broadcast on television stations. The operation of the Broadcasting System is extremely straightforward. It is able to record audio and visual content, which can then be dragged and dropped onto a timeline, it has no restrictions on the number of times it can move, and it does not degrade the quality of the audiovisual signals (Morel & Coalition, 2019; Torre et al., 2021). Only the manufacturer is required to have good skills in order to effectively apply the program to creative endeavors. In addition, you can use Adobe Premiere Pro to work with both still images and animations by simply pasting the image file you want to use into the program. You can use it for either purpose. You can create videos that move through still photographs if you apply a transforming effect to them (Figures 2 and 3).



Figure 2. Post-production

Source: Kanoknet, Central Checkpoint, 2022.



Figure 2. Post-production

Source: Kanoknet, Central Checkpoint, 2022.

Results of the analysis of reliance on cooking items to promote eating in the Isaan region can be shown in Table 2.

Table 2. Content of cooking programs to promote Isaan dining

Item	Mean	SD	Interpret
1. The content of the show is interesting	4.73	0.52	most
2. The content of the list is concise, not boring	4.53	0.50	most
3. The content of the show is fun and enjoyable	4.63	0.55	most
4. Storytelling is easy to understand	4.70	0.53	most
5. The content is appropriate for you	4.50	0.62	most
Total	4.62	0.54	most

From Table 2, it was found that respondents assessed satisfaction with the content of the cooking list to promote the eating of the Isaan area no. 1. The content of the list is interesting, an average of 4.73 is interpreted at the highest level of reliance, followed by verse 4. An average of 4.70 is interpreted as the most reliant level as well. When looking at the overall content picture, the average of 4.62 is interpreted as the most satisfying level (Table 3).

Table 3. Images of cooking programs to promote Isaan dining

Item	Mean	SD	Interpret
1. The image is sharp	4.73	0.44	most
2. The images are beautiful	4.66	0.47	most
3. The image corresponds to the content	4.70	0.46	most
4. The image corresponds to the sound	4.56	0.62	most
5. The movement of the image is interesting	4.76	0.43	most
Total	4.68	0.49	most

From Table 3, the visual aspects showed that respondents assessed their satisfaction with cooking items to promote Isaan dining. The visual aspect was average of 4.76, it is interpreted at the level of reliance on the most satisfactory, followed by verse 1. An average of 4.73 is also interpreted as the most reliant level. When looking at the overall picture, the average of 4.68 is interpreted as the most satisfactory (Table 4).

Table 4. Cooking programs to promote Isaan dining

Item	Mean	SD	Interpret
1. He loved the music of the show	4.60	0.49	most
2. You like the soundtrack	4.56	0.62	most
3. He liked the sound of the host	4.60	0.56	most
4. The language of the ceremony fits the list	4.66	0.47	most
5. He was pleased with the volume of the <i>Hedkin's</i> show	4.70	0.46	most
Total	4.62	0.52	most

From Table 4, it was found that respondents assessed the satisfaction of cooking items to promote eating in the Isaan region. On the reliance side, verse 5 was satisfied with the volume of the show, *Hedkingan* averaged 4.70, interpreted as the most satisfying reliance level, followed by verse 4, the language of the ceremony suited to the show. An average of 4.66 is interpreted as the most reliant level as well. When looking at the overall picture, the average of 4.62 is interpreted as the most satisfactory (Table 5).

Table 5. The results of the *Hedgin* list overview are all aspects

Item	Mean	SD	Interpret
The content of the list is interesting	4.73	0.52	most
The content of the list is concise, not boring	4.53	0.50	most
The content of the show is fun and enjoyable	4.63	0.55	most
The narrative is easy to understand	4.70	0.53	most
The content is right for you	4.50	0.62	most
Total	4.62	0.54	most
<i>Visual aspects</i>			
The image is sharp	4.73	0.44	most
The pictures are beautiful	4.66	0.47	most
The image corresponds to the content	4.70	0.46	most
The image corresponds to the sound	4.56	0.62	most
The movement of the image is interesting	4.76	0.43	most
Total	4.68	0.49	most
<i>Audio aspects</i>			
He loved the music of the show	4.60	0.49	most
He loved the soundtrack to the show	4.56	0.62	most
He loved the sound of the host	4.60	0.56	most
The language of the ceremony fits the list	4.66	0.47	most
He was pleased with the volume of the <i>Hedkin</i> show	4.70	0.46	most
Total	4.62	0.52	most

The findings of an analysis conducted on the overall data of cooking items designed to promote the eating culture of the Isaan region are presented in Table 5. With a level of reliance on satisfaction that was, on average, 4.76, the overall results of the survey showed that respondents were most satisfied with the item's visual aspect. It was found that the average of 4.64 is interpreted as being the most satisfactory, which means that cooking items to promote Isaan eating are suitable items to be published further. This was discovered when looking at all aspects of the overall picture.

The findings showed that the video materials created by the students can provide a response to stakeholders or community members about the food that is produced locally. Students are

not only expected to bring a certain amount of content or knowledge to the learning process; rather, they are also expected to bring an awareness and appreciation of the local culture (Parmin et al., 2019). These characters have the potential to be used in other classes as a way to introduce students to the culture of the area in which they are gaining knowledge through contextual study (Nuangchalerm & El Islami, 2018; LaBelle & Johnson, 2020). Through the use of contemporary media technology and through cooperation with various stakeholders, the production can gain significantly more knowledge (Moran, 2004; Cartwright, 2012; Hart, 2012; Morel & Coalition, 2019).

4. Conclusion

The results showed that the video media was cooking. Northeast Thailand There are 3 production steps: Pre-Production, Production, and Post-Production. All aspects found that the most satisfied respondents were the visual aspects. The average reliance level is 4.76. When looking at all aspects of the overall picture, it was found that the average of 4.64 is interpreted as the most satisfactory level.

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