

PERSEPSI SISWA SMK BOGA DI KOTA TANGERANG TERHADAP KUE TRADISIONAL INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk: 1) mengetahui persepsi siswa jurusan Tata Boga di SMKN 3 Kota Tangerang ditinjau dari faktor yang mempengaruhi terjadinya persepsi, 2) mengetahui sejauh mana pengetahuan siswa jurusan Tata Boga di SMKN 3 Kota Tangerang pada kue tradisional Indonesia.

Penelitian ini merupakan penelitian deskriptif kuantitatif. Penelitian dilaksanakan di SMKN 3 Kota Tangerang pada Februari-Juli 2021. Populasi penelitian adalah siswa jurusan Tata Boga di SMKN 3 Kota Tangerang yang telah menempuh mata pelajaran Produk *Cake* dan Kue Indonesia (PCKI) yaitu sebanyak 198 siswa. Pengambilan sampel dilakukan secara *Simple Random Sampling* dengan penentuan sampel menggunakan teori Isaac dan Michael yaitu sebanyak 127 siswa untuk taraf kesalahan 5%. Data penelitian dikumpulkan dengan angket yang disebarakan melalui *googleform*. Teknik analisis data yaitu deskriptif kuantitatif dan kategorisasi persepsi meliputi: ketersediaan informasi, kebutuhan, pengalaman masa lalu, emosi, impresi, dan konteks.

Hasil penelitian diketahui bahwa: 1) persepsi siswa jurusan Tata Boga di SMKN 3 Kota Tangerang pada kue tradisional ditinjau dari faktor yang mempengaruhi terjadinya persepsi berada dalam kategori cukup. Hasil analisis data menunjukkan bahwa pada kategori tinggi sebanyak 1%, cukup sebanyak 64%, kurang sebanyak 33%, dan rendah sebanyak 2%, 2) pengetahuan siswa jurusan Tata Boga di SMKN 3 Kota Tangerang berada pada kategori cukup. Hasil analisis data pengetahuan siswa mengenai kue tradisional menunjukkan bahwa pada kategori tinggi sebanyak 33%, cukup sebanyak 35%, kurang sebanyak 25%, dan rendah sebanyak 7%.

Kata kunci: Persepsi, Kue Tradisional, SMK Boga

PERCEPTION OF CULINARY VOCATIONAL STUDENTS IN TANGERANG CITY TOWARDS TRADITIONAL INDONESIAN CAKES

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ABSTRACT

This study aims to: 1) knowing the perception of students majoring in Culinary at SMKN 3 Tangerang City is reviewed from factors that influence the occurrence of perception, 2) knowing the extent of knowledge of students majoring in Culinary at SMKN 3 Tangerang city on traditional Indonesian cakes.

This research is descriptive quantitative research. The research was conducted at SMKN 3 Tangerang city in February-July 2021. The research population is students majoring in Culinary at SMKN 3 Tangerang City who have studied Cake and Cake Products Indonesia (PCKI) which is as many as 198 students. The sampling was conducted in Simple Random Sampling using Isaac and Michael's theory of 127 students for a 5% error. The research data was collected by questionnaires distributed through googleform. Data analysis techniques that are descriptive quantitative and categorization of perception include: availability of information, needs, past experiences, emotions, impressions, and context.

The results of the study are known that: 1) the perception of students majoring in Culinary at SMKN 3 Tangerang city on traditional cakes is reviewed from factors that influence the occurrence of perceptions are in the category of sufficient. The data analysis showed that in the high category as much as 1%, enough as much as 64%, less as much as 33%, and low as much as 2%, 2) the knowledge of students majoring in Culinary at SMKN 3 Tangerang city is in the category of sufficient. The results of the analysis of student knowledge data on traditional cakes showed that in the high category as much as 33%, enough as much as 35%, less as much as 25%, and low as much as 7%.

Keywords: Perception, Traditional Cake, Culinary Student