

ABSTRACT

Betawi's traditional drink, bir pletok, is famous for its spice content that is beneficial for health. However, the popularity of bir pletok is decreasing due to the less attractive form of serving bir pletok, usually bir pletok products are served warm and serve as an alternative party drink to wine (wine) brought by the Dutch, besides that bir pletok is also used as a body warmer at night. This study aims to determine the development of traditional Bir Pletok drinks as Frozen Dessert, namely Sorbet as a form of product innovation and an effort to preserve traditional culinary culture. The method used is an experimental approach using the technique of making sorbet from liquid beer pletok whose basic ingredients are spices with glucose additives, sorbet stabilizer and grated lemon peel. Furthermore, the assessment will be carried out by conducting hedonic organoleptic tests to 30 respondents consisting of 3 groups (academics, culinary practitioners and consumers). The results of the hedonic organoleptic test from 30 respondents showed that bir plerok sorbet has high appeal and can be accepted by the public, it can be concluded that this research has succeeded in changing bir pletok into a more modern one. It is hoped that this research can expand the diversity of traditional products and increase the selling value of bir pletok in the community.

Keywords : *Bir Pletok, Sorbet, Decontruction*