

ABSTRACT

Madeleine is a traditional French cake that typically has a vanilla or lemon flavor. By using jackfruit seeds as the main ingredient in madeleine production, this study aims to enhance the utilization of jackfruit seeds, which are often left unused. The objectives of this research are to increase the added value of jackfruit seeds, promote the use of local food ingredients in the bakery industry, and develop a madeleine recipe formulation based on jackfruit seeds. In addition, this study seeks to assess consumer acceptance of the product through experimentation and organoleptic testing involving 30 consumers using a questionnaire. The selection of madeleine as the product is intended to add an elegant image, considering its unique and appealing shape and characteristics. This innovation also introduces a distinctive local flavor, offering a new alternative in the bakery world that has yet to be widely developed locally. The research is expected to produce a jackfruit seed-based madeleine with an acceptable taste, aroma, and texture. The final product is expected to be visually appealing and to have strong market potential, while also turning underutilized jackfruit seeds into a valuable raw material that supports the development of innovative and environmentally friendly local food. The results of this innovation study produced a recipe formulation by replacing regular flour with jackfruit seed flour and adding jackfruit seed puree to achieve a softer texture. Based on the organoleptic test, the respondents gave the highest scores in several aspects: 63 respondents rated the taste as "very delicious," 50 respondents rated the aroma as "very fragrant," and 60 respondents rated the texture as "very soft." These results indicate that the innovative madeleine made from jackfruit seeds received a high level of consumer acceptance and has strong potential for further development.

Keywords: Jackfruit Seed, Madeleine, Product Innovation.