

ABSTRACT

*Bolu Kemojo is one of Riau's traditional foods that has a shape resembling a frangipani flower with a green color and a distinctive pandan aroma. The use of pandan leaves can be substituted by Mustard Greens whose production is very abundant in Indonesia. Mustard greens (*Brassica rapa* var. *parachinensis*) are bright green leafy vegetables rich in nutrients such as vitamin A, vitamin C, vitamin K, fiber, and antioxidants. In addition to providing a natural green color, mustard greens can also increase the nutritional value of food products. The potential of mustard greens as an innovative raw material is still minimally explored. This study aims to create an innovative Bolu Kemojo based on mustard greens as a pandan substitute, and to analyze the level of consumer acceptance of the innovation. The innovative product was tested through organoleptic and hedonic tests. Aspects assessed included color, aroma, texture, taste, and level of preference by a panel of 30 participants. The results showed that Bolu Kemojo mustard greens were well received by consumers, with a preference level reaching 70% for taste and texture, and 61% of respondents showed high interest in the product. However, some panelists found the color less appealing. Overall, this product has the potential to be further developed as a healthy traditional food that supports local food diversification.*

Keywords: Bolu Kemojo, Green Mustard, Product Innovation, Traditional Food, Experiment