

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

DAFTAR ISI

KATA PENGANTAR	<i>i</i>
PERNYATAAN	<i>ii</i>
ABSTRAK	<i>iii</i>
ABSTRACT	<i>iv</i>
DAFTAR ISI	<i>v</i>
DAFTAR GAMBAR	<i>viii</i>
DAFTAR TABEL	<i>ix</i>
DAFTAR LAMPIRAN	<i>x</i>
BAB I PENDAHULUAN.....	<i>1</i>
1.1 Latar Belakang	1
1.2 Rumusan Masalah	4
1.3 Tujuan Penelitian.....	4
1.4 Kegunaan Penelitian	5
1.4.1 Manfaat Teoritis	5
1.4.2 Manfaat Praktis	5
BAB II KAJIAN PUSTAKA	<i>6</i>
2.1 Kajian Pustaka	6
2.1.1 Pastry	6
2.1.2 Cake	6

2.1.3 Bolu Kemojo.....	7
2.1.4 Sawi Hijau	9
2.2 Kerangka Pemikiran	13
BAB III METODOLOGI PENELITIAN	15
3.1 Objek Penelitian	15
3.2 Desain Penelitian	15
3.3 Partisipan	16
3.4 Instrumen Penelitian	17
3.5 Prosedur Penelitian (untuk penelitian inovasi produk).....	19
3.5.1 Waktu dan Tempat Penelitian	19
3.5.2 Alat dan Bahan Pembuatan	19
3.5.3 Tahap Analisis Resep.....	20
3.6 Teknik Analisis Data	22
BAB IV PEMBAHASAN.....	23
4.1 Profil Singkat Lokasi Penelitian/Objek Penelitian	23
4.2 Hasil dan Pembahasan Pemanfaatan Sawi Hijau Sebagai Pengganti Pandan Pada Produk Bolu Kemojo	24
4.2.1 Formulasi Bahan Bolu Kemojo Inovasi	24
4.2.2 Analisis Resep Bolu Kemojo Inovasi	27
4.2.3 Formulasi Bolu Kemojo Menggunakan Sawi Hijau.....	28
4.2.4 Cara Pembuatan Bolu Kemojo Inovasi	29
4.3 Daya terima Konsumen	32
4.3.1 Profil Responder	33