

ABSTRACT

Oncom is a traditional Indonesian food ingredient that has become less popular among younger generations. This study aims to develop an innovative product in the form of oncom- and spinach-based fettucine to enhance the appeal and consumption value of local ingredients in a modern form. The innovation was carried out by incorporating oncom into the pasta dough and using spinach oil as a substitute for olive oil, not only maintaining its distinctive taste but also adding a fresh aroma and characteristic flavor from spinach. The study employed a quantitative method with an experimental approach, involving 32 panelists in a product acceptance test based on organoleptic aspects, namely taste, color, appearance, aroma, texture, and overall preference. The results showed that the product innovation was well received by the panelists, as evidenced by the high average scores across all evaluation aspects, ranging from 4.28 to 4.56 on a 5-point scale. The highest scores were recorded in texture and overall preference (mean = 4.56), indicating that consumers appreciated the chewiness and flavor of the fettucine. Although the lowest score was in the color aspect (mean = 4.28), it was still within the good category. Based on these findings, it can be concluded that oncom and spinach fettucine successfully serves as an innovative local food alternative with potential acceptance among consumers, especially the younger generation. Future development suggestions include diversifying products with other local ingredients such as purple sweet potatoes or tempeh, optimizing appearance using natural colorants, implementing creative marketing strategies through social media and attractive packaging, improving production efficiency for industrial scale, and educating consumers about the health benefits and cultural value of traditional foods.

Keywords: *oncom, fettucini, utilization*