

ABSTRACT

Banana blossom is often discarded due to its bitter taste, making it less favored by the public, even though it has potential as an alternative food ingredient. Banana blossom can be processed into pepes (a traditional Indonesian steamed dish) with a savory flavor and soft texture, making it suitable as a filling for stuffed chicken. This product has the potential to be further developed as an innovative menu that combines traditional and modern elements, and can attract greater market interest. This study aims to develop a culinary innovation to increase product appeal by processing banana blossom into pepes used as a filling for stuffed chicken, blending traditional flavors with modern cooking techniques. The research method includes literature studies, ingredient processing, organoleptic testing by panelists, and data analysis to assess product acceptability. This product has the potential to become an innovative menu item in the culinary industry, while also increasing the use of banana blossom as a delicious food ingredient. Thus, this innovation is expected to provide a new alternative in the culinary world and support the utilization of underused food resources into valuable products. The results of the organoleptic test show that the product development was highly accepted by consumers overall. The level of consumer preference was high, supported by positive evaluations in terms of taste, aroma, texture, and appearance—all of which fell into the "accepted" category. This interpretation indicates that the banana blossom pepes used as the filling for the stuffed chicken has satisfying quality and an appealing appearance. It can be concluded that the development of the stuffed chicken product was successful both in terms of formulation and consumer acceptance, and it holds great potential for further development in the culinary industry as a blend of traditional and modern food innovation.

Keywords: *Banana blossom, stuffed chicken, culinary innovation, organoleptic testing, consumer acceptance.*