

## ABSTRACT

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This research is based by the increasing production of breadfruit that has not been put to good use as an alternative to daily comestible. Along with the increasing activity of Bandung tourism and culinary tourism became an icon, this study intends to make a product innovation by using breadfruit which processed into flour and made formulations in the recipe of sweet bread. Sweet breads has been the object of research because people already consume a lots of sweet bread as a substitute for rice, besides sweet breads in this case patiseri or bakery products are become a brand or a culinary icon that is quite popular and travelers favorite when it comes to Bandung City. This study makes breadfruit flour into wheat flour to be an alternative product which has been becoming a basic ingredient for making bread for examination to consumer acceptance. The theory used as a reference and supporting this study include the theory of tourism, culinary, bakery, breadfruit, the received power rating in this case the organoleptic and hedonic theory - the theory is used to dissect the formulation of the issues raised. The method used in this study is an experimental method with random design method (variants). Meanwhile, to test the product formulation to consumer acceptance with organoleptic and hedonic analyzed by ANOVA. After doing some tests, finally the author found the right formula for making sweet bread with breadfruit flour based.

Keywords: Sweet Bread, Breadfruit, Costumers Acceptance