

## ABSTRACT

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*This study discusses the use of date palm seeds. Dates seeds, including waste and not many people know that date palm seeds have nutritional content. Klepon is a type of traditional Indonesian cake made from rice flour and glutinous rice flour. The study was conducted by an experimental method and conducted organoleptic tests on 100 consumers by distributing questionnaires. This study discusses the use of date palm seeds as a basic ingredient in making klepon. In general, date seeds become organic waste. by making date seeds into flour for the basic ingredients of making klepon, date palm seeds will increase in economic value and make innovation processed from date palm seeds. The results of this study were to find a recipe for klepon cake made from date palm seeds, and to find out the extent to which consumers received consumer products for klepon made from dates. Through the results of consumer acceptance test it can be concluded that the klepon made from date palm flour can be accepted by consumers with a percentage of 78% of consumers choosing likes based on taste, 66.4% attractive based on color, 72.4% fragrant based on aroma, 70.8% soft based on texture, and 73.6% of consumers choose likes based on physical.*

*Keywords: : Innovations, Dates, Klepon*