

## ABSTRACT

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*Kemojo butter cake is one of Pekanbaru's specialties, a kind of moist cake with a sweet green taste, pandan aroma and frangipani flower shape. In this study, the authors changed the dye and aroma. Spinach is used as a natural dye because it is easy to obtain and adds nutritional value to the kemojo butter cake. The aroma of pandanus is replaced by the aroma of coffee using arabica coffee grounds. In addition to reducing coffee waste, this product can be used as a diversification of kemojo butter cake. The method used in this research is experimental and also tests consumer acceptance.*

*The results showed that the most suitable recipe formulation for kemojo butter cake based on spinach and Arabica coffee grounds is 250gr sugar, 3 eggs, 100gr butter, 250gr wheat flour, 1 tsp vanilla, 150ml coconut milk, 240ml spinach juice, 3gr arabica coffee grounds. The results of the consumer acceptance test showed that the kemojo butter cake based on spinach and Arabica coffee grounds was accepted by consumers with a positive assessment based on taste as much as 85%, color 81.25%, aroma 85%, texture 83.75%, and 85% physical appearance.*

*Keywords: Kemojo butter cake, spinach, Arabica coffee grounds, natural dyes, flavor enhancers*