

## ABSTRACT

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*This study discusses squid ink as a natural coloring material in the production of sponge cake. The main background of this research is where the use of squid ink is used as a natural coloring for black where the majority of people still using especially synthetic or artificial coloring. Therefore, the author tried a squid ink-based cake formulation as a natural food coloring because it is rare to use squid ink as a food ingredient because there are already many varieties of synthetic coloring and are also easy to use. The purpose of this study is to inform the public to use natural coloring as food coloring, for example squid ink as a natural food coloring substitute for chemicals, and also aims to reduce the use of chemicals in food productions, especially the younger generation because in the present era the substances of chemicals contained in most foods are not good for health. The author uses experimental research methods and consumer acceptance tests are carried out by organoleptic testing for 30 consumers by distributing questionnaires. Experimental research is the most powerful method for expressing cause and effect. Research carried out is by giving treatment to the subject in the form of strategies, methods, techniques, and learning media. The results of this study were carried out 3 times by adding sugar levels and also adding squid ink to the natural color of the sponge cake to make it look black. For testing the acceptance of consumers with a value they like. The conclusion is, sponge cake using squid ink as a natural coloring can be accepted and consumed by consumers.*

*Keyword: squid ink, cake, consumer acceptance.*