

ABSTRACT

The background that the author raises regarding the innovation of yellow sweet potato-based dodongkal cakes. The author took this research because he wanted to overcome traditional Indonesian cakes to provide new innovations in dodongkal cakes by utilizing yellow sweet potatoes according to (Juanda, D. and Cahyono.B, 2000) yellow sweet potatoes are a type of sweet potato whose flesh color is yellow, light yellow or yellow white. The advantage of this yellow sweet potato is that it contains high beta-carotene, therefore the authors chose yellow sweet potato so that it can be consumed as a healthy food. For the theoretical basis used by the author, he takes the theory of dodongkal cakes, the theory of yellow sweet potatoes and the theory of traditional food. This research method uses a researcher's experimental method in which to innovate dodongkal cake based on yellow sweet potato. For data collection techniques using a questionnaire to 100 panelists consisting of lecturers/teachers, students/students, housewives, private employees and others then the data is presented descriptively. The results of the organoleptic test research (taste, aroma, texture, color, and physical appearance) and the proportions obtained an average of 85.8%. So the authors can conclude that the yellow sweet potato-based dodongkal cake innovation product can be accepted by consumers.

Keywords: Consumer Acceptability, Dodongkal Cake, Yellow Sweet Potato.