

## ABSTRACT

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*This study discusses the addition of cassava tape or better known by the people of Bandung as peuyeum into the cheese cake mixture. Cheese cake which is a dessert made from cream cheese has a soft taste added with cassava tape which has gone through a fermentation process which has a distinctive aroma and taste. The purpose of this study was to find out how the formulation of cheese cake based on cassava tape and to find out how far consumer acceptance of the development of cheese cake based on cassava tape. This research uses the Research and Development (RnD) method and tests consumer acceptance with a questionnaire. The results of the formulation of the cheese cake recipe with the addition of cassava tape can be said to be successful with the ingredients commonly used to make cheese cake by adding mashed cassava tape to add to the traditional taste and pieces of cassava tape to add to the texture of this cassava tape cheese cake, with the recipe Cassava tape cheese cake, namely 400 ml whipped cream, 300 gr cream cheese, 150 gr butter, 30 gr icing sugar, 15 ml lemon juice, 5 gr salt, 150 gr butter cookies and 150 gr cassava tape. With a total ratio of 40% cassava tape and 60% cream cheese. The results of public acceptance show values from a scale of 4 to 5, namely like and really like.*

*Keywords: Cheese cake, Cassava tape, Cassava*