

## ABSTRACT

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*This study discusses the process of product innovation which aims to add innovation and develop pastry products, namely red spinach-based butter cake. This research is focused on the process of using red spinach as an additional ingredient in butter cake. Which will be used as a benchmark for researchers on consumers' liking for red spinach butter cake products. Red spinach is a plant of the Amaranthacea species, which originates from tropical America. Spinach plants are spread and easy to grow in tropical and subtropical regions. Initially, spinach was known as an ornamental plant. However, in subsequent developments for developing countries, spinach is used as a food source of fiber. The author conducted this research using the research and development (RND) method on processed butter cake products and tested consumer acceptance and organoleptic tests on 100 volunteers from various professions by distributing questionnaires. The data collection techniques that the authors carried out in the study were: Library Studies, distributing questionnaires, Documentation Studies, and Experimental.*

*Keywords: Innovation, pastry, Butter cake, red spinach*