

ABSTRACT

Dadiah is a food product passed down from generation to generation by the Minangkabau tribe originating from West Sumatra. Dadiah is a lump of sour-smelling and sour-tasting milk produced by boiling buffalo milk in bamboo. Dadiah is a product of the Minangkabau tradition, which has cultural principles and values. In the past, Dadiah was a favorite substitute for side dishes, which were eaten using rice with sambalado (chili), sliced onions, and betel. Still, Dadiah is experiencing changes and shifts due to intervention factors, so it is feared that this shift will hurt the sustainability of Dadiah's traditional products. So, there is a need for change by innovating on the basis that preserving traditions can be done by supporting the changes and developments that occur while continuing to carry existing values so that traditions can continue to survive because, in real life, nothing is static and still. Therefore, Dadiah needs to be developed as one of the traditional food products embodying the Minangkabau people's culture. Limas Pemandu Innovation is a method that can help create excellent and appropriate innovation by inserting elements of novelty but still maintaining the traditional identity. It is then developed using the AISAS model as a design method. A qualitative descriptive research approach using data triangulation, namely interviews, observation, and literature study, is used to obtain a recommendation strategy in the form of innovation by inserting elements of novelty but still carrying the values in Dadiah.

Keywords: Dadiah, Innovation Guiding Limas, Recommendation Strategy.