

ABSTRACT

This research was motivated by the limited product differentiation of bandrek cappuccino. The purpose of the research was to develop an innovative product “Bacino Bandrek Cappuccino Pudding” by making recipe formulations and analyzing sensory characteristics including taste, aroma, appearance, color and texture and formulating the best recipe formulation. The method used was experimental analysis through sensory testing and recipe development. The results showed that the product innovation “Bacino Bandrek Cappuccino Pudding” has unique sensory characteristics by combining the sweet and slightly bitter taste of cappuccino with a soft pudding texture and a touch of spices such as ginger and cinnamon which are characteristic of bandrek, the result is that this bandrek cappuccino-based pudding product can be accepted by consumers. The recipe formulation developed also succeeded in producing consistent products. This research is expected that cappuccino sellers in the city market can adopt this product innovation to increase their competitiveness and income. Further research is needed to measure the level of market acceptance and effective marketing strategies.

Keywords: *product innovation, recipe formulation, consumer acceptability, organoleptic test.*