

ABSTRACT

The background of this research is the utilization of Rose Petals as a natural coloring agent and silken tofu as a substitute for solid fat in cheesecake products, where the utilization of silken tofu is still very small for dessert processing. In addition, this study aims to determine how rose petals and silken tofu can be utilized as natural coloring agents and substitutes for solid fat in cheesecake products. The focus of this research is the exploration of the use of local ingredients that are rarely processed further as an alternative in making desserts. The research method used is a quantitative approach through a series of cheesecake formulation experiments with variations in the concentration of the two ingredients. The data collection technique used a hedonic test by 30 participants consisting of academics, food industry practitioners, and consumers. The data analysis technique was carried out by calculating the average (mean) of each organoleptic element such as shape, color, texture, taste, aroma, and level of preference (hedonic), then the mean results were interpreted through an interval table. The results of the study showed that the developed cheesecake product received positive responses from the panelists, especially in terms of taste, texture, color, appearance, and aroma. Taste was the aspect with the highest assessment, where 76.7% of panelists stated that the product tasted very good, 20.0% said it was good, and only 3.3% said it was quite good. Meanwhile, aroma received the lowest assessment, with 53.3% of panelists stating that the product had a very fragrant aroma, 36.7% said it was fragrant, and 10.0% said it was quite fragrant.

Keywords: Cheesecake, rose ptelas, silken tofu, natural coloring and fat substitution.