

ABSTRACT

Pastel is a popular food product that generally uses wheat flour as the main ingredient for its skin. To reduce the use of wheat flour and support environmental sustainability and added value for seaweed farmers in coastal areas, this study formulated pastel skin with a 60% seaweed flour substitution and replaced basil leaves with nori seaweed in Pesto Rosso which is generally used for pasta products. This study used an experimental method with organoleptic tests and a hedonic questionnaire on 25 respondents to measure consumer acceptance. The results showed that the texture of the pastel skin with seaweed flour substitution obtained the highest score with an average of 4.68, indicating the most preferred texture. Meanwhile, the aroma scored lower with an average of 4.60, although it still received appreciation without negative responses. This formulation shows that seaweed substitution products have the potential to be accepted by consumers. This substitution also supports This innovation supports the development of environmentally friendly and sustainable food products and provides economic benefits for coastal communities in Indonesia.

Keywords: *Pastel, Seaweed Flour, Formulation Organoleptic Test, and Hedonic Test.*