

ABSTRACT

*This study aims to explore the potential of taro (*Colocasia esculenta*) as a substitute ingredient in making traditional Ali Agrem cakes, originating from West Java. Taro was chosen for its high complex carbohydrate content and soft texture after steaming, making it a potential substitute for some or all of the flour in the dough. This study used an experimental method with taro formulations as a substitute at 50%, of the total flour ingredients. Test parameters included color, aroma, texture, taste, and overall preference through organoleptic testing with 30 semi-trained panelists. The results showed that the use of taro significantly affected the texture and taste of Ali Agrem cakes. The best formulation was with a 40% taro substitution, which scored highest in terms of softness of texture, uniqueness of flavor, and overall preference. The product color became slightly paler, but this did not affect overall acceptance. The expected results of this research are to provide alternative innovations in making traditional Ali Agrem cakes by utilizing abundant local resources, increasing the added value of taro as a food ingredient, and encouraging diversification of processed products based on local food that still maintain taste and consumer acceptance.*

Keywords: *Taro (*Colocasia esculenta*), flour substitution, traditional cakes, Ali Agrem*