

ABSTRAK

Penelitian ini untuk mengkaji inovasi produk kuliner berbahan dasar kopi robusta yang diolah menjadi dessert dan minuman kekinian sebagai daya tarik kuliner dalam pengembangan pariwisata. Kopi robusta dipilih karena memiliki cita rasa khas, kandungan kafein tinggi, serta ketersediaan yang menggunakan pendekatan eksperimental melalui tahapan uji coba produk, uji organoleptik, wawancara terhadap 5 informan, serta penyebaran kuesioner kepada 40 responden untuk menilai atribut rasa, aroma, tekstur, tampilan, dan kemasan. Hasil penelitian dari produk dan pengemasan cookies yang dicoba oleh masyarakat, menunjukkan 73% menyukai aroma kopi, 65% menyukai rasa seimbang antara manis dan pahit, 63% menyukai tekstur dan warna cookies, sedangkan 60% menyukai pengemasan cookies itu sendiri. Pada produk dalgona coffee, 63% suka dengan warna minuman, 60% menyukai aroma kopi, 58% menyukai pengemasan, 53% menyukai tekstur foam dalgona yang dipadukan dengan susu, sedangkan 50% menyukai rasa dalgona coffee. Dari kedua produk ini menunjukkan bahwa produk cookies lebih disenangi oleh masyarakat. Temuan ini menegaskan bahwa inovasi kuliner berbasis kopi robusta berpotensi dikembangkan sebagai modern yang tidak hanya meningkatkan nilai tambah kopi lokal, tetapi juga mendukung promosi pariwisata kuliner di bali. Keterlibatan generasi muda dan pemanfaatan promosi digital diharapkan dapat.

Kata Kunci:

Inovasi produk kuliner, Kopi robusta, Kue kering, Dalgona kopi, Pariwisata kuliner

ABSTRACT

This research aims to examine culinary product innovations based on robusta coffee processed into dessert and trendy drinks as a culinary attraction for tourism development. Robusta coffee was chosen because it has a distinctive flavour, high caffeine content, and is abundant in Bali, particularly in Buleleng Regency. This research uses an experimental approach thru product testing, organoleptic testing, interviews with 5 informants, and the distribution of questionnaires to 40 respondents to assess the attributes of taste, aroma, texture, appearance, and packaging. The research results from the cookies products and packaging tested by the public show that 73% liked the coffee aroma, 65% liked the balanced sweet and bitter taste, 63% liked the texture colour of the cookies, while 60% liked the cookies packaging itself. For the dalgona coffee product, 63% liked the colour of the dalgona foam combined with milk, while 50% liked the taste of dalgona coffee. From these two products, it is evident that the cookie product is more preferred by the public. This finding confirms that coffee-based culinary innovation using robusta coffee has the potential to be developed as a modern product that not only increases the added value of local coffee but also supports the promotion of culinary tourism in Bali. The involvement of young people and the use of digital promotion are expected to strengthen competitiveness and sustainability in the culinary tourism industry.

Keywords:

Culinary product Innovation, Robusta coffee, Cookies, Dalgona Coffee, Culinary tourism