

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya pemanfaatan bahan lokal Indonesia dalam mendukung inovasi kuliner modern, khususnya pada sektor pariwisata dan UMKM. Ubi Cilembu dikenal memiliki rasa manis alami dan tekstur lembut, sementara kayu manis memiliki aroma khas serta manfaat kesehatan. Namun, kedua bahan tersebut belum banyak dimanfaatkan secara maksimal dalam produk makanan dan minuman modern. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan produk inovatif berupa muffin, cookies, dan cilatte dengan memanfaatkan ubi Cilembu dan kayu manis sebagai bahan dasar. Metode penelitian yang digunakan adalah gabungan kualitatif dan kuantitatif. Data primer diperoleh melalui observasi, wawancara, dokumentasi, serta penyebaran kuesioner kepada 30 responden. Data sekunder diperoleh melalui literatur terbaik teori pariwisata, kuliner, pengolahan makanan, kemasan, dan bauran pemasaran. Proses penelitian meliputi perumusan resep, uji coba produk, perbaikan formulasi, perancangan kemasan, dan pelaksanaan event launching “Autumn Spice” yang dihadiri 34 orang. Hasil penelitian menunjukkan bahwa ketiga produk dapat diterima dengan baik oleh konsumen. Sebanyak 75% responden menilai produk layak dipasarkan, dengan muffin memperoleh penilaian paling tinggi dari segi rasa dan tekstur. Cookies mendapat apresiasi pada kerenyahan, sedangkan cilatte dianggap unik dan berbeda dari minuman kopi pada umumnya. Dari sisi ekonomi, pelaksanaan event menghasilkan keuntungan sebesar Rp. 795.770. Kesimpulannya, pemanfaatan Ubi Cilembu dan Kayu Manis dalam inovasi pengolahan makanan dan minuman terbukti mampu menghasilkan produk yang kreatif, sehat, bernilai jual, dan berpotensi dikembangkan lebih lanjut pada skala industri maupun UMKM.

Kata kunci : Ubi Cilembu, Kayu Manis, Inovasi Kuliner, Kemasan, Pemasaran

ABSTRACT

This study is motivated by the importance of utilizing local Indonesian ingredients to support modern culinary innovation, particularly within the tourism and MSME sectors. Ubi Cilembu (Cilembu sweet potato) is known for its natural sweetness and soft texture, while cinnamon provides a distinctive aroma and health benefits. However, both ingredients have not yet been fully optimized in modern food and beverage products. Therefore, this study aims to develop innovative products in the form of muffins, cookies, and cilatte by using Ubi Cilembu and cinnamon as the main ingredients. The research employed a mixed methods approach, combining qualitative and quantitative techniques. Primary data were obtained through observation, interviews, documentation, and questionnaires distributed to 30 respondents. Secondary data were gathered from literature on tourism, culinary studies, food processing, packaging, and marketing mix theory. The research process included recipe formulation, product trials, refinement of formulations, packaging design, and the implementation of a product launching event called Autumn Spice, attended by 34 participants. The results indicated that all three products were well received by consumers. A total of 75% of respondents considered the products marketable, with muffins product receiving the highest ratings for taste and texture. Cookies were appreciated for their crispiness, while the cilatte was perceived as unique and distinct from common coffee beverages. From an economic perspective, the event generated a profit of IDR 795,770. In conclusion, the utilization of Ubi Cilembu and cinnamon in food and beverage innovation has proven to produce creative, healthy, and marketable products with strong potential for further development at both industrial and MSME scales.

Keywords: Ubi Cilembu, Cinnamon, Culinary Innovation, MSME, Tourism