

ABSTRAK

Penelitian proyek tugas akhir ini bertujuan untuk mengolah kulit buah naga menjadi produk pangan berupa bolu dan minuman *softdrink* sebagai alternatif inovasi kuliner sekaligus strategi pemasaran produk lokal. Kulit buah naga dipilih karena kandungan antioksidan, serat, dan vitamin yang bermanfaat bagi kesehatan. Metode penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik observasi, wawancara, dokumentasi, kuesioner, dan demonstrasi. Produk yang dihasilkan diuji melalui uji coba resep, penilaian sensorik, serta respon konsumen. Hasil penelitian proyek tugas akhir ini menunjukkan bahwa bolu kulit buah naga memiliki tekstur lembut, cita rasa khas, serta warna yang menarik, sedangkan *softdrink* kulit buah naga memberikan kesegaran dengan tambahan soda dan jus lemon. Dari segi pemasaran, produk diperkenalkan melalui media sosial serta event launching di Universitas Dhyana Pura. Respon konsumen menunjukkan tingkat penerimaan yang baik terhadap inovasi ini. Kesimpulannya, pengolahan kulit buah naga berpotensi menjadi peluang usaha kreatif dalam bidang kuliner sekaligus mendukung pengurangan limbah pangan.

Keywords: Kulit buah naga, penganan bolu, minuman ringan, alternatif kuliner, inovasi

ABSTRACT

This final project research aims to process dragon fruit peel into food products in the form of sponge cake and soft drinks as an alternative culinary innovation as well as a local product marketing strategy. Dragon fruit peel was chosen due to its antioxidant, fiber, and vitamin content, which provide health benefits. The research applied a descriptive qualitative approach using observation, interviews, documentation, questionnaires, and demonstrations. The products were evaluated through recipe trials, sensory assessments, and consumer responses. The findings show that dragon fruit peel sponge cake has a soft texture, distinctive flavor, and appealing color, while the dragon fruit peel soft drink offers freshness with the addition of soda and lemon juice. From a marketing perspective, the products were promoted through social media and a launching event at Dhyana Pura University. Consumer responses indicated a positive acceptance of this innovation. In conclusion, processing dragon fruit peel has the potential to become a creative business opportunity in the culinary field while also supporting food waste reduction.

Keywords: *Dragon fruit peel, sponge cake, softdrink, culinary alternative, innovation*