

ABSTRAK

Penelitian ini bertujuan mengembangkan inovasi kuliner sehat berbahan dasar daun kelor (*Moringa oleifera*) menjadi dua produk, yaitu *cookies* dan teh dengan merek *Moringa Healthy*. Daun kelor dipilih karena memiliki kandungan nutrisi tinggi serta peluang pasar yang terus meningkat di sektor makanan dan minuman sehat. Penelitian menggunakan metode deskriptif kualitatif melalui observasi, wawancara, dokumentasi, kuesioner, dan uji coba produk. Proses pembuatan meliputi pemilihan bahan, pengolahan, pengemasan, serta pengujian organoleptik dan masa simpan. Hasil uji coba menunjukkan bahwa kedua produk dapat diterima baik oleh responden berdasarkan rasa, aroma, tekstur, warna, dan kemasan. Strategi pemasaran disusun dengan pendekatan *marketing mix* yang mencakup produk, harga, tempat, promosi, orang, proses, dan bukti fisik, dengan target pemasaran pada *coffee shop*, warung, serta promosi melalui media sosial. Selain itu, kegiatan promotion event di Universitas Dhyana Pura turut mendukung pengenalan produk secara langsung kepada audiens. Kesimpulan penelitian ini menegaskan bahwa pemanfaatan daun kelor menjadi *cookies* dan teh tidak hanya bernilai gizi tetapi juga memiliki potensi sebagai peluang usaha kuliner sehat yang prospektif. Rekomendasi difokuskan pada peningkatan kualitas produksi, diversifikasi varian, dan penguatan strategi distribusi agar produk dapat berkembang di pasar lokal hingga nasional.

Kata kunci: daun kelor, *cookies*, teh, kuliner sehat, *marketing mix*

ABSTRACT

The study aims to develop healthy culinary innovations using Moringa leaves (Moringa Oleifera) as the main ingredient, processed into two products: cookies and tea under the brand Moringa Healthy. Moringa leaves were chosen due to their high nutritional content and the growing market potential in the healthy food and beverage sector. The research employed a qualitative descriptive method through observation, interviews, documentation, questionnaires, and product trials. The production process included ingredient selection, processing, packaging, as well as organoleptic and shelf-life testing. The trial results showed that both products were well accepted by respondents in terms of taste, aroma, texture, color, and packaging. A marketing strategy was formulated using a marketing mix approach covering product, price, place, promotion, people, process, and physical evidence, with target markets including coffee shops, food stalls, and promotion through social media. In addition, promotional events at Dhyana Pura University supported direct product introduction to events attendees. The findings conclude that the utilization of moringa leaves for cookies and tea not only provides nutritional value but also holds significant potential as a promising healthy culinary business opportunity. Recommendation focus on improving production quality, diversifying product variants, and strengthening distribution strategies to expand the market from local to national levels.

Keywords : Moringa Leaves, Cookies, Tea, Healthy Cullinary, Marketing Mix