

ABSTRACT

The main objective of product innovation is to meet market demand so that product innovation is one that can be used as a competitive advantage for companies. Customers generally want innovative products according to their wishes. For the company, its success in product innovation means the company is one step ahead compared to its competitors. Yogurt is one of the fermented milk products with the help of lactic acid bacteria (BAL). According to Astawan (2008) yogurt has many benefits for the body including regulating the digestive tract, antidiarrheal, anticancer, increasing growth, helping patients with lactose intolerance and regulating cholesterol levels in the blood. The characteristics of yogurt such as sour taste and thick texture make some people dislike it. The aim of this research is to utilize yogurt which is rich in benefits as an additional ingredient used in the process of making market snacks (sweet potato tray and mud cake), knowing the process of making snacks. market (sweet potato trays and mud cake) with appropriate yogurt substitution, and to find out whether sweet potato trays and yogurt-based mud cake as a substitute for coconut milk can be accepted by the community in terms of color, aroma, taste, and texture. The study was conducted in two ways, namely literature study and conducted experiments making cassava tray and yogurt-based mud cake as a substitute for coconut milk. The aim is to answer the problem that the author has written before. The method used is an experimental method that is, the research procedure carried out to reveal the causal relationship between two or more variables, by controlling the effect of other variables. This method is carried out by giving free variables intentionally (inductively) to the object of research is to know the effect in the dependent variable (Zulnaldi 2007: 17). This method aims to find a causal relationship by manipulating one or more variables in one (or more) experimental group, and comparing the results with a control group that is not manipulated.

Keyword: coconut milk, yoghurt, mud cake, steam sweet potato cake