

ABSTRACT

This study discusses the use of Katuk leaves as natural dyes and ingredients in the manufacture of Bakpao products, which is motivated by the lack of innovation in the use of katuk leaves in the community, so the authors want to develop these innovations in order to increase the purchasing power of katuk leaves and the development of based products. katuk leaves. Therefore, this study aims to determine the formulation of Bakpao recipes using katuk leaves, identify consumer acceptance of the quality of Bakpao by utilizing katuk leaves and determine the economic value contained in Bakpao by utilizing katuk leaves. This strategy is carried out so that the products produced from the leaves of katuk is increasingly diverse and people can enjoy the benefits of katuk leaves. This research uses experimental methods. This research was conducted by inserting puree katuk leaf into the basic ingredients of the buns. It is hoped that the results of this research can be well received by the community. The results of this test obtained a recipe formulation using 100 Ml puree Katuk Leafas a dye and a 200 Ml Formulation puree Katuk Leaves the content. So that the product can be accepted by the general public, even though the economic perspective is slightly higher than that of Bakpao products in general.

Keywords : Katuk Leaves, Natural Dyes, Bakpao