

## ABSTRACT

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*This study aims to provide product innovation for talam cake by utilizing natural colors from kale leaves. Talam cake itself is a traditional food that is popular in various regions in Indonesia. However, using synthetic colors in talam cake can have a number of negative effects on the environment and human health. In this study, synthetic dyes that are usually used to make cake trays were replaced with alternative natural dyes made from kale leaves. Natural pigments like chlorophyll found in kale leaves have the ability to color cake trays in attractive green colors without the need for harmful chemicals. The research method uses an experimental method which includes the extraction of pigment from kale leaves, evaluation of the quality and stability of the natural dyes obtained, and the application of tests to several talam cake formulas using these natural dyes. In addition, a survey was conducted by distributing organoleptic test questionnaires to 100 panelists to determine consumer preferences for kale leaf-based talam cakes. In addition to providing health and environmental benefits, the use of natural dyes can also increase the price of the cake on the market. This research can be a means to create food products with other natural dyes by utilizing the abundant natural resources in Indonesia.*

*Keywords: Innovation, Talam cake, Kale leaves*