

## ABSTRACT

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*Fortification is an effort made to enhance the nutrition of putu mayang cake by incorporating one or more essential nutrients, regardless of the presence of natural ingredients in the cake, with the aim of reducing and improving one or several dietary products. The fortification of red rice flour is considered a viable alternative for individuals looking to choose nutrient-dense foods to consume. The purpose of this research is to determine the recipe formulation for red rice in putu mayang products, and to assess consumer acceptance of red rice in fortified putu mayang. Experimental research on making putu mayang involves dividing the subjects or research objects into a control group and a treatment group, where the treatment group is subjected to certain treatment while the control group is not. This research aims to reveal the use of red rice as fortification of Putu Mayang. This research uses an experimental design with variations in the addition of red rice as an additional fortification in making putu mayang. This variation was carried out to determine the effect of adding brown rice on the fortification of making putu mayang cake. Organoleptic test results data which includes aspects of taste, color, texture aroma using brown rice flour. The data from the questionnaire filled out by 30 panelists includes aspects of color, taste, aroma, and texture. Based on the results of consumer acceptance (organoleptic test), consumers accepted red rice flour in the putu mayang cake product that was fortified with 50% red rice flour, because adding more red rice flour to putu mayang would change the taste, appearance, and texture, making it feel coarser.*

**Keywords,** Utilization, Brown Rice. Fortification, Putu Mayang