

ABSTRACT

The aim of this research is to measure the level of preference for products in the form of taste, aroma, color and texture. Deconstructing Banana Compote into a Milkshake and how well the results are received by the public. Nowadays, food has become no more than just a basic need but has created a modern lifestyle for culinary lovers. Due to new cultural trends entering Indonesia, typical Indonesian culinary delights are starting to lose their popularity. As a result, researchers are interested in deconstructing traditional Indonesian cuisine. The method used is an experimental method with a deconstruction stage. Researchers will distribute questionnaires to determine consumer acceptance to collect opinions about the deconstruction of typical Indonesian dishes into cold drinks, namely Milkshakes. A total of 30 panelists were used. The research results showed that the Kolak Pisang Milkshake combines traditional flavors with the taste of cream and milk. The soft bananas, sweet taste of brown sugar, and smell of coconut milk make customers have a unique and satisfying experience. This study helps culinary development by combining innovation and tradition. Banana Kolak Milkshake can be an interesting alternative for Banana Compote Lovers who want to try something new. Apart from that, this research provides an opportunity to find out more innovative ways to develop traditional food products. The product can be accepted and liked by consumers based on the findings of organoleptic tests to determine consumer acceptability. It is hoped that this research will be useful for consumers who are interested in banana compote milkshakes .

Keywords: *deconstruction, banana compote, innovation, consumer acceptance*