

ABSTRACT

Kimbab is a traditional Korean dish consisting of rice rolled with vegetables, meat, or seafood, then wrapped in seaweed. Kimbab is a food commonly brought on picnics, hikes, or other activities among Indonesian society. However, seaweed is expensive and difficult to obtain, so the author modified the nori wrapper using pakcoy. Pakcoy is a type of vegetable belonging to the Brassica Rapa L family, representing an innovation in food diversification. The method for making pakcoy-based kimbab wrappers involves several stages: extracting and processing pakcoy leaves, mixing with supporting ingredients such as water and natural binders, and drying to achieve a texture similar to nori. Using high-quality ingredients and the appropriate oven technique at a temperature of 100°C-150°C for 30 minutes is also crucial for producing kimbab skin that resembles nori skin. This study employed a quantitative experimental method, specifically an organoleptic test, to evaluate aspects such as color, texture, taste, and aroma to determine consumer acceptance of the pakcoy-based kimbab skin innovation, involving 30 participants comprising experts, academics, and the general public. The results of this study showed that the pakcoy-based kimbab skin innovation achieved high scores in all categories, with the majority of respondents liking to very much liking the study, particularly in terms of taste and color, which received the highest scores. The best formula for the pakcoy-based kimbab skin was formula C. From the results of this study, it can be concluded that the pakcoy-based kimbab skin is well-received by consumers, with the mean score for the color category being (4.36), followed by the appearance category (4.32), taste (4.26), aroma (4.16), and texture (4.20). Additionally, it has the potential as an economical and environmentally friendly alternative to seaweed. This study prioritizes local food innovation using natural ingredients and the utilization of abundant vegetable commodities to reduce waste and support national food production.

Keywords: Kimbab, pakcoy, food innovation, kimbab skin, alternative