

ABSTRACT

Rujak buah is recognized as one of Indonesia's traditional culinary delights, featuring a refreshing combination of sweet, sour, and spicy flavors. With the development of modern lifestyles, younger generations now prefer foods and beverages that are convenient and visually appealing, which has led to a decline in rujak's popularity. This situation highlights the need for innovation to keep traditional cuisine relevant and competitive in today's food and beverage industry. This study aims to develop a deconstructed rujak formulation into a non-alcoholic mocktail while assessing consumer acceptance. The research employed a quantitative experimental approach using Sugiyono's Research and Development (R&D) model, chosen for its structured framework in creating innovative products based on tradition. The study applied a single treatment, in which only one formulation, specifically the 45:55 ratio, was tested using sous vide and clarification techniques, while the other formulations were developed only up to the product design and design validation stages. The results for the tested formulation showed a high level of acceptance, particularly in terms of taste, aroma, and presentation, demonstrating that deconstruction can serve as a creative strategy to present rujak in a modern mocktail format without losing its traditional identity.

Keywords: *Fruit rujak, mocktail, culinary deconstruction, beverage innovation, organoleptic evaluation.*