

ABSTRACT

Talam cake is a traditional market snack that is still popular among Indonesian people. Apart from that, talam cake is also one of Indonesia's traditional snacks that has its own cultural value and sensory appeal. To maintain its existence amidst modern culinary trends, raw material innovation is an important strategy. This study aims to develop an innovative talam cake based on red rice flour as an alternative to white rice flour. Red rice flour was chosen because it has a distinctive aroma, and a denser texture that can improve the product's sensory characteristics. The method used was an experiment with an organoleptic and hedonic test approach on 25 panelists from academics, food industry practitioners, and general consumers. The results showed that red rice flour-based talam cake received high average scores in all aspects, taste (4.76), aroma (4.64), appearance (4.52), color (4.48), texture (4.36), and liking (4.76) on a scale of 5. These values indicate that the product is very well received by consumers.

Keywords: Brown rice, talam cake, traditional snacks.