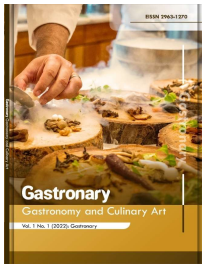

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PRODUCT INNOVATION OF PURPLE SWEET POTATO FLOUR-BASED *COOKIE* INGREDIENTS TO IMPROVE PRODUCT QUALITY

***Kartika Dewi[1] , Farah Hanifah Salma[2] , Yosef Abdul Ghani[3]**
[1-2]Tourism Academy (AKPAR) Bina Sarana Informatika, Bandung, Indonesia
Email: kartika.dewi@ars.ac.id
[3]Ars International Tourism College
*(Coresspondence Auhtor)

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ABSTRACT

Product innovation refers to the creation of products that have never existed before, with the aim of meeting customer needs and desires. The quality of a product is the level of compatibility between desires and needs and the specifications of the goods produced. Meanwhile, cookies are a type of food processed using flour as the main ingredient. To date, there have been many innovations in the addition of ingredients to cookies themselves. Alternative ingredients can be used as a substitute for wheat flour from local sources. The author chose purple sweet potatoes because they are known to have a short shelf life and spoil easily when left at room temperature. Therefore, the author decided to use purple sweet potatoes to make flour to extend their shelf life, given their high carbohydrate content and ease of processing. This study aims to explore and analyze innovations in the production process of purple sweet potato-based cookies to improve product quality. The object of this study is purple sweet potato flour as a substitute for wheat flour in cookie products. This study applies a descriptive method, with data collection techniques that include observation, interviews, and literature review. The research sample consisted of 20 respondents selected through sampling, which included a consumer panel and a children's panel to evaluate purple sweet potato-based cakes through sensory testing. Consumer responses were evaluated based on the taste, texture, and aroma of purple sweet potato-based cakes. The results of this study indicate that product innovation has an impact on product quality.

Keywords: Food innovation; raw materials; product quality

INTRODUCTION

The culinary industry in Indonesia has developed into a creative industry that manages healthy snacks that are low in calories but high in protein, fiber, vitamins, and minerals, as stated by (Kamil, 2015) The creative industry relies on creativity, skills, and individual talent to generate prosperity and open up job opportunities. Culinary itself refers to dishes produced from the cooking process, while culinary

tourism is the activity of visiting a particular region for new experiences related to culinary, including regional techniques, processes, and recipes (Hall, 2001) . In the food industry, product quality is very important, namely the dynamic condition of a product that is able to meet or even exceed consumer expectations by adjusting to consumer needs and desires through appropriate product specifications (Purnama, 2006).

Efficiency in the production process is also essential to ensure that resources are used more efficiently and that processes run faster and more cheaply (Sedarmayanti., 2014) . Flour, as the main raw material in food products, plays a significant role because many products such as bread, noodles, and biscuits are wheat-based, while the use of flour tends to increase every year (Wibowo, 2012) . Cookies themselves are different from bread because they contain higher fat, which produces a crispy and crunchy texture, but the process of mixing fat and flour must be considered so that the cookies do not become hard.

High dependence on imported wheat flour is a challenge that must be overcome by utilizing alternative local raw materials. One potential local ingredient is purple sweet potato, which is high in carbohydrates and rich in phosphorus, calcium, manganese, iron, fiber, vitamin A in the form of provitamin (7,000 IU/100 g), vitamins B1, B6, niacin, and vitamin C, which are beneficial to health, including absorbing fat or cholesterol in the blood (Rahmania E. A, 2015) . The sugar content in purple sweet potatoes, which ranges from 9.8% to 26%, provides a strong sweet taste and amylopectin, which contributes to a soft texture (Ginting, 2006) .

To address the issue of purple sweet potato shelf life at room temperature, the author initiated an innovation by processing purple sweet potatoes into flour to extend shelf life and reduce dependence on wheat flour. Therefore, the author raised the topic "Innovation in the production process of purple sweet potato flour-based cakes to improve product efficiency and quality," namely by replacing some of the wheat flour with purple sweet potato flour in cake formulations to obtain the best composition that can improve production efficiency and the quality of local food-based cake products.

LITERATURE REVIEW

Product Innovation Raw Materials

Product innovation is part of the creative process of creating new products, services, ideas, or processes, either through adaptation of existing ones or development of new ideas from outside the organization. Innovation can be understood as the process of adopting new things by individuals or organizations concerned. Product innovation itself is defined as an effort to produce innovative products that can meet consumer needs and desires, thereby attracting interest and influencing purchasing decisions (Nugroho Setiadi, 2003) . Innovative products need to create sustainable competitive advantages in the face of dynamic environmental changes and competition in the global market. The success of innovation does not happen by chance, but must be supported by the right processes and a conducive environment (Anatan, 2009) . (Wahyono, 2002) adds that continuous innovation is a basic requirement in companies because it will lead to the creation of competitive advantages. As times change, innovation is not only

related to new products, but also includes the application of new ideas or processes that are valuable.

Product innovation is not limited to product development, but also includes the introduction of new products, redesign, improvement of product quality and specifications, addition of new components or materials, and adjustment of product functions to improve company performance. Meanwhile, factors that influence product innovation include unexpected events such as unexpected success or failure, mismatches between expectations and reality, special market demands, changes in industry and market structures, changes in demographics, changes in public perception, and the existence of new basic knowledge that underlies the emergence of inventions (Lupiyoadi, 2001).

The goal of product innovation is to respond to increasingly fierce market competition by creating diverse products that have advantages, and are in line with consumer needs and tastes. Market research is very important in this process to ensure that innovation is on target. Product innovation is the key to business success because it can create competitive advantages and enable companies to become market leaders.

The types of product innovation can be understood through several different approaches depending on the focus of the changes made. Modulation-based innovation emphasizes fundamental changes to the main characteristics of a product or service, both in terms of function and physical features. Meanwhile, size-based innovation only focuses on introducing new products with differences in volume without changing other aspects. On the other hand, packaging-based innovation focuses on changes in packaging design with the aim of shaping consumer perceptions, even though the product contents remain the same.

In addition, there is design-based innovation that focuses on the appearance or aesthetics of a product, without touching its contents or size. Another form is complementary material development-based innovation, which involves adding additional materials or supporting services that enhance the value of the product. Finally, effort-reduction-based innovation focuses on ease of access or use of the product, thereby providing greater convenience for consumers without changing the product itself. With these various types of innovation, companies can choose strategies that suit market needs while creating added value for consumers.

Purple Sweet Potatoes

Sweet potatoes are a promising agricultural commodity. They are cultivated in less fertile land and used as a source of food and industrial material. Sweet potatoes originate from the tropical regions of Central America, although some say they originated in Polynesia and were brought to Indonesia through the spice trade route. The purple color of sweet potatoes is caused by anthocyanins, which are water-soluble natural pigments that are antioxidant, antimutagenic, and anticarcinogenic (Lestari, 2013) . Although rich in anthocyanins, heat processing such as boiling or frying can reduce their content, which is also influenced by pH, temperature, light, oxygen, and metal ions. Based on their type, sweet potatoes consist of white sweet potatoes that are high in fiber (pectin, hemicellulose, and cellulose), purple sweet potatoes that are rich in carotenoids, phenolic acids, and anthocyanins that are beneficial for people with hypertension, and yellow sweet potatoes that are high in beta-carotene and vitamins A, C, B, and E.

Purple sweet potatoes are highly nutritious, containing 123 kcal of energy, 1.8 g of protein, 27.9 g of carbohydrates, 7,700 IU of vitamin A, as well as vitamins C and B1. Their beta-carotene, vitamin E, and vitamin C content act as antioxidants that help prevent cancer and other diseases. One way to preserve purple sweet potatoes is to process them into flour, which contains 18.1–63.15 mg of anthocyanin per 100 g, depending on the variety and duration of heating (Ningsih, 2015) . This flour has the potential to be used as a substitute for wheat flour in making bread, pasta, cakes, and noodles because of its high carbohydrate and sugar content (Martiyanti, 2018)

In fact, its use in cookies and cakes can reach 50%. The production of sweet potato flour is important because it increases shelf life and reduces tuber damage, as well as supporting community food security. The process involves peeling, washing, slicing ±0.2 cm, drying, grinding, and storage, with soaking in sodium metabisulfite for better flour quality (Wahyuni, 2014) .

Cookies

Cookies are a type of pastry that is loved by people from all walks of life, from children to adults, both in urban and rural areas. Cookies are generally made with ingredients such as wheat flour, caster sugar, eggs, vanilla, margarine, cornstarch, baking powder, and instant milk powder. Cookies have a crunchy texture and are not easily crumbled, with a yellowish-brown color resulting from the combination of margarine and powdered milk. Cookies are a popular snack because they have a low water content, resulting in a hard but crunchy texture after being baked in the oven. According to (Suarni, 2009) , the average consumption of cookies in Indonesia reaches 0.40 kg per year. Cookie dough is usually soft, high in fat, and has a dense texture after baking (SNI 01-2973-1992). In the manufacturing process, wheat flour functions as the framework of the dough because its starch content absorbs liquid. However, excessive gluten formation due to over-mixing can make cookies hard, so the use of other flours such as purple sweet potato flour can be an alternative substitute.

There are various methods for making cookies, one of which is the one-stage method, which involves mixing all the ingredients together and stirring them at low speed until they are homogeneous. This method is suitable for dough with low water content (Wayne, 2013) Another method is creaming, which involves mixing fat and sugar first, then adding liquid ingredients and flour. This process is similar to the method used to make cakes. Next, there is the sifting method, which involves mixing dry ingredients with fat until they resemble grains of sand, then mixing them with wet ingredients. Meanwhile, the sponge method emphasizes beating eggs to incorporate air into the dough, which plays an important role in the formation of the cookie structure.

Cookies come in a wide variety of shapes, sizes, aromas, and textures. According to (Ali, 2020) , there are two main characteristics that are often distinguished, namely crispy and soft. Crispy cookies are usually made from dough that contains little liquid, high sugar and fat content, and are baked at high temperatures. Their small size and thinness also speed up the baking process, while storage in a sealed container helps maintain their crispness. Conversely, soft cookies contain more liquid ingredients and usually use sweeteners such as honey or syrup, which are hygroscopic. This type of cookie is baked at a low temperature and is larger in size, so it tends to retain moisture and spoil easily if not stored in a sealed container.

METHOD

Research Design

Research design is a systematic plan that includes activities, time, research questions, and a framework for explaining the relationship between variables. This design serves as a strategy for connecting research elements to make implementation and analysis more effective. The method used in this research is a qualitative descriptive method, which is a method that describes data without making general conclusions (Dewi & Fauzi, 2023) . This method is used to discover theories or knowledge about certain phenomena within a certain time frame.

This study focuses on product innovation in cookies that use purple sweet potato flour as a substitute for some of the wheat flour. The main objective is to examine the quality and efficiency of the product so that it can meet consumer needs and produce a high-quality, defect-free product that is acceptable to the market.

Data Collection Techniques

Observation Technique

According to (Kartika Dewi, 2020) , qualitative observation is conducted when researchers go directly to the field to observe the activities of individuals at the research location. This technique is used to systematically record the conditions and behavior of objects. In this study, observations were made on the process of making purple sweet potato cookies, including two recipe trials before being given to consumers. The purpose of this observation was to assess the effect of purple sweet potato flour substitution on the characteristics of the cookies and to find the best ratio for using this flour.

Literature Study Technique

Literature review is a data collection technique that involves examining theories, opinions, and scientific information from books, journals, research reports, and other written sources (Sugiyono, 2019) . This technique is used to strengthen the theoretical basis and support the validity of data in scientific works. Researchers use relevant sources to obtain information that supports research on purple sweet potato cookie product innovation.

Interview Technique

An interview is a form of communication between two parties to obtain information by asking questions according to specific objectives. Interviews are divided into two types, namely structured and unstructured. This study uses unstructured interviews, namely open and flexible interviews (Mulyana, 2002)

Table 1. Questions for Informants

No	Question
1.	What are the ingredients for making cookies?
2.	How is purple sweet potato-based flour made?
3.	How are purple sweet potato-based cookies made?
4.	What is the gram composition for one serving of cookies?

5.	How can the efficiency and quality of purple sweet potato cookies be improved?

Interview with Informants: The researcher interviewed Mrs. Azmi Fitriani (Chef De Partie at Pullman Bandung Hotel Grand Central) about making purple sweet potato cookies. In addition, an interview was conducted with Sulthan Rasyad Imansyah (business student at Binus University) about product efficiency and quality.

Interviews with Consumers: A total of 20 respondents from various age groups and professions were asked to evaluate the purple sweet potato cookies through organoleptic testing, including taste, texture, and aroma. The sample consisted of students, workers, housewives, and university students. This data was used to assess market acceptance of the product being tested.

Table 2. Respondent Data

No.	Name	Gender	Age (years)	Panel	Description
1.	Humaira	Female	11	Consumer	Elementary school student
2.	Azila	Female	25	Consumer	Worker
3.	Dahlan	Male	52	Consumer	Worker
4.	Dewi	Female	48	Consumer	Housewife
5.	Yumna	Female	9	Children	Elementary school student
6.	Nani	Female	38	Consumer	Housewife
7.	Azra	Female	17	Consumer	Vocational high school student
8.	Ahmad	Male	25	Consumer	Employee
9.	Sani	Female	40	Consumer	Housewife
10.	Dwi	Female	39	Consumer	Worker
11.	Arum	Female	38	Consumer	Worker
12.	Sisil	Female	13	Consumer	Elementary school student
13.	Inay	Female	10	Consumer	Elementary school student
14.	Idris	Male	36	Consumer	Worker
15.	Dewi	Female	37	Consumer	Worker
16.	Rhega	Male	21	Consumer	Student
17.	Agung	Male	21	Consumer	Student
18.	Sulthan	Male	21	Consumer	Student
19.	Rizka	Female	21	Consumer	Student
20.	Arbilla	Female	21	Consumer	Student

RESULTS AND DISCUSSION

Purple Sweet Potato Flour-Based *Cookies*

Purple sweet potatoes have various advantages compared to other colored sweet potato varieties. These advantages include high anthocyanin, vitamin A, and vitamin E content. In addition, purple sweet potatoes are also rich in fiber, complex carbohydrates, vitamin B6, folic acid, and are low in calories. The natural oligosaccharide fiber content and anti-nutritional substances in purple sweet potatoes are important for processed food products.

Figure 1. purple sweet potato flour cookies

The selection of purple sweet potatoes in this study was based on the fact that their use in everyday life is still limited, even though their high anthocyanin content is very beneficial to health. The production of purple sweet potato flour was carried out as a measure to overcome crop surpluses and extend their shelf life.

To increase storage durability, flour is used to replace wheat flour in the cookie-making process. Cookies, or dry cakes that are popular in Indonesia, are usually made from ingredients such as eggs, fat, sugar, and other components, which are then processed into cookies. However, cookies are flexible in their use of various types of flour other than wheat flour, even flour with low protein and gluten-free, because cookie-making does not require development.

Purple Sweet Potato Flour Production Test Results

The process of making purple sweet potato flour involves several important steps that must be carried out carefully in order to produce good quality flour. The first step is to prepare the ingredients, which involves selecting purple sweet potatoes that are neither too old nor too young, and preferably organic. Suitable sweet potatoes are characterized by a skin that is not too hard and has no brown spots. After that, the sweet potatoes are washed with running water until they are completely clean, because cleanliness will facilitate the peeling process.

The next step is peeling, which involves removing the skin of the sweet potatoes using *a cutter peeler* to ensure a cleaner result without leaving any skin behind. The peeled sweet potatoes then undergo a size reduction process by being grated or thinly sliced using a cutting tool, which facilitates the drying process. The drying process is carried out by exposing the sweet potatoes to direct sunlight for 1-2 days, until they are completely dry. Proper drying is important so that the sweet potatoes do not clump together when ground. However, if the sweet potatoes are not

completely dry within two days, there is a risk of mold growth, rendering the sweet potatoes unusable. Next, the dried sweet potatoes are ground using a food processor until they become fine grains. To obtain a softer result that does not clump, a sifting stage is carried out. This sifting process produces fine purple sweet potato flour that is ready to be used as a base ingredient for processed products, such as cookies. By following each step carefully, the resulting purple sweet potato flour is not only high quality, but also safe to be processed into various healthy food products.

Results of Testing Purple Sweet Potato Flour-Based *Cookies*

In the production of the product, the author conducted two trials in the manufacturing process before giving it to respondents in order to obtain the appropriate recipe.

Ingredients for Making Purple Sweet Potato Flour *Cookies*.

Table 3. Ingredients for Making Cookies

No.	Ingredients	Description
1	*Butter*	
2.	*Brown Sugar*	
3.	Sugar	
4.	Egg	
5.	Flour	
6.	Baking soda	

Tools for making purple sweet potato flour-based *cookies*

Tools are necessary to support the success of this product innovation process. Some of the tools used in the processing of purple sweet potato flour-based cookies include:

Table 4. Tools for Making Purple Sweet Potato Flour Cookies

No.	***Item***	***Quantity***	**Purpose**
1.	*Bowl*	7	For mixing *cookie* dough
2.	*Balloon whisk*	1	For mixing the dough
3.	*Tray*	1	As a place to store finished *cookies*
4.	*Spoon*	1	As a tool for picking up ingredients

Process of Making Purple Sweet Potato Flour *Cookies*
Number of servings : 10 servings Serving temperature: Cold
Size per Serving : 30 grams Type of dish : Snack

Table 5. Results of *Cookies* Processing Trials

First Test			**Second Test**		
Qr	*Ingredients*	*Cooking Time*	*Qr*	*Ingredients*	*Cooking time*
600 g	*Butter*		340 g	*Butter*	
200 g	*Sugar*	40	300 g	*Sugar*	
480 g	*Brown sugar*	minutes	300 g	*Brown sugar*	40
20 g	*Baking soda*		4	*Egg*	Minutes
700 g	*Flour*		720 g	*Flour*	
			30 g	*Baking soda*	
Result:			Result:		
Dominant sweet taste			Dominant sweet taste		
Texture too crispy			Crispy texture that tends to be soft		
Light brown color			Light brown color		
Characteristic *cookie* aroma			Distinctive aroma of *cookies*		

Table 6. Steps for Processing Purple Sweet Potato Flour *Cookies*

No	*Step*	*Documentation*
1.	Once the bowl is ready add *butter, brown sugar, and sugar* to the *bowl*	
2.	Then mix the butter, brown sugar, and sugar until combined.	
3.	Once well combined, add the purple sweet potato flour, baking soda, and salt that have been sifted into the bowl.	

4.	Once everything is well combined, weigh out 30 grams of dough.	
5.	Arrange the weighed dough portions, then bake in the oven for 15 minutes at 180°C.	
6.	Once *the cookies* are done, set them aside on a tray and let them cool.	

Source: data processed by the author

Recipe Costing

Table 7. Recipe Costing

No	***Items***	***Price/unit***	***Unit***	***Issues***	***Amount***
1.	Purple Sweet Potato	Rp 8,000	Kg	2	Rp. 16,000
2	*Butter*	IDR 73,500	kg	0.340	IDR 24,820
3	*Brown sugar*	Rp. 30,000	kg	0.300	IDR 9,000
4	*Sugar*	Rp. 16,500	kg	0.300	Rp. 9,000
5	*Baking Soda*	Rp. 37,500	kg	0.030	IDR 1,125
6	Egg	Rp. 30,000	kg	0.250	IDR 7,500
7	*Recipe Costing*				Rp. 67,445
8.	*Dish Costing*				Rp. 13,489
9.	*Food Cost %*				35
10.	*Selling Price*				Rp. 4,721

Source: data processed by the author

The final recipe costing for 5 servings is shown in the table above, with a total cost of Rp. 67,445 and a cost per serving of approximately Rp. 4,721. The author chose to use a food cost of 35% based on the standard food cost to achieve maximum profit. Therefore, the selling price per serving of Cassava Flour Cookies is Rp. 4,721, rounded up to Rp. 5,000.

Sales Packaging and Product Logo

Sales Packaging

Figure 2. Product Packaging

The author uses 10cm x 10cm matte polka dot plastic packaging for this product, which is easily found on the market and is affordable. Even though it is made of plastic, this packaging is still attractive to consumers.

Product Logo

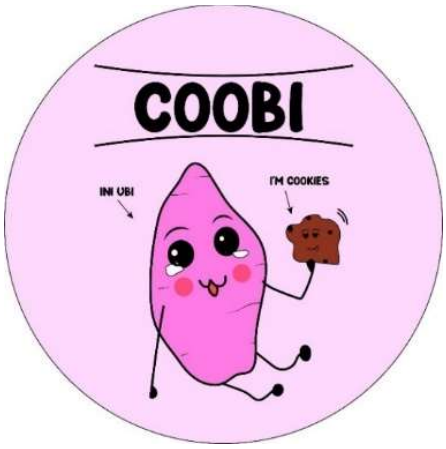

Figure 3. *Cookies* logo

Respondents' Opinions on Purple Sweet Potato Flour *Cookies*

A consumer panel consisting of 20 people, randomly selected by the author from various age groups, ranging from 4 to 50 years old, and with various statuses such as elementary school students, vocational school students, housewives, and workers, tasted these purple sweet potato flour cookies. The testing of purple sweet potato flour cookies was conducted using a spontaneous approach, where the respondents first observed the dish and then immediately tasted it. Overall, the respondents provided feedback on the taste, while some also provided feedback on the texture and appearance. Responses to the taste included sweet, savory, and salty elements. The appearance was considered attractive. Meanwhile, the texture of these purple sweet potato flour cookies can be described as crunchy on the outside and soft on the inside.

Table 8. Organoleptic Test Respondents

Consumer Panel

No	Name	Description	Age (years)	Organoleptic Test Response
1	Humaira	Elementary School Student	11	Taste: delicious, sweet
2	Azila	Worker	25	Taste: delicious, just the right amount of sweetness
3	Dahlan	Worker	52	Flavor: sweet, delicious, slightly savory. Texture: crunchy on the outside, soft on the inside
4	Dewi	Housewife	48	Taste: sweet Appearance: Attractive
5	Yumna	Elementary school student	9	Taste: sweet, savory, delicious
6	Nani	Housewife	38	Taste: delicious, just the right amount of sweetness Texture: crispy
7	Azra	Vocational High School Student	17	Taste: Delicious, like cookies sold by professionals
8	Ahmad	Worker	25	Taste: Delicious, savory, just the right amount of sweetness. Texture: Crunchy
9	Sani	Housewife	40	Taste: Sweetness is just right, delicious Texture: could be made softer
10	Dwi	Worker	39	Taste: Delicious, the sweet potato flavor is noticeable
11	Arum	Worker	38	Taste: sweet, savory, delicious
12	Sisil	Elementary school student	13	Taste: delicious, sweet
13	Inay	Elementary school student	10	Taste: delicious, sweet, savory
14	Idris	Worker	36	Taste: delicious, the sweet potato flavor is noticeable, sweet and savory
15	Dewi	Worker	37	Taste: delicious, sweet, slightly salty Texture: crunchy on the outside, soft on the inside
16	Agung	Student	21	Taste: delicious, sweet Texture: just right Size: just right
17	Sulthan	Student	21	Taste: delicious, savory, sweet
18	Rizka	Student	21	Taste: savory, delicious, sweet, slightly salty

19	Arbilla	Student	21	Taste: very delicious, savory Size: just right, not too big Texture: crunchy
20	Toni	Student	21	Taste: delicious

CONCLUSIONS

Based on the results of the research conducted, it can be concluded that the economic feasibility analysis of purple sweet potato-based cookies yields positive results. The main ingredients used in making these cookies include purple sweet potato flour, wheat flour, butter, salt, sugar, egg yolks, and baking soda. The stages of the cookie-making process include preparing the ingredients, beating the margarine, mixing the dough until smooth, flattening, molding, baking, cooling, and packaging. To increase the effectiveness of purple sweet potato as a raw material, a mixture of wheat flour and purple sweet potato flour was used in a ratio of 30% wheat flour and 70% purple sweet potato flour.

The recommendations provided in this study include several technical aspects of the production process. First, purple sweet potatoes should be dried in hot weather to maximize drying time. Second, purple sweet potatoes must be completely dry before grinding so that the resulting flour does not clump due to high moisture content. If weather conditions do not allow this, the drying process can be carried out using an oven at 190°C. In addition, when making cookies, it is necessary to follow the specified recipe to maintain consistency in taste, aroma, and texture. Once cooked, cookies should be left to cool on a tray so that they do not crumble when transferred. Cookies can also be varied with additional toppings such as chocolate chips or cashews to increase the appeal of the product.

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AUTHOR BIOGRAPHY

Kartika Dewi, Dosen di AKPAR Bina Sarana Informatika Bandung; penelitian berfokus pada Manajemen Pariwisata, digitalisasi dan konsep “sharia tourism.” Email: kartika.dewi@ars.ac.id

Farah Hanifah Salma, Akademisi di AKPAR Bina Sarana Informatika Bandung; aktif menerbitkan di bidang pariwisata dan manajemen, terutama terkait layanan, aksesibilitas, dan pengalaman wisatawan. Email: farahhanifah24@gmail.com

Yosef Abdul Ghani, Peneliti di Ars International Tourism College; karya-karyanya mencakup pengembangan destinasi pariwisata berbasis budaya dan studi perilaku konsumen di Jawa Barat. Email: yosef.ghani@gmail.com