

ABSTRAK

Limbah pangan seperti Bunga Jantung Pisang memiliki potensi besar untuk diolah menjadi produk pangan inovatif. Pengembangan Abon Vegetarian dari bahan tersebut merupakan solusi alternatif berbasis keberlanjutan dan kesehatan. Penelitian ini bertujuan mengembangkan Abon Vegetarian berbahan dasar Bunga Jantung Pisang serta menganalisis persepsi konsumen terhadap produk tersebut. Penelitian ini menggunakan metode pendekatan kuantitatif-deskriptif melalui penyebaran kuesioner kepada 68 responden. Data yang dikumpulkan mencakup karakteristik responden, pengalaman konsumsi, serta persepsi terhadap rasa, tekstur, penampilan, dan minat beli. Sebanyak 86,8% responden menyatakan rasa produk sesuai ekspektasi, 85,3% menikmati rasa, 89,7% menilai tekstur mudah dikunyah, dan 88,3% menilai tampilan produk menarik. Selain itu, 98,5% responden menganggap produk ini sehat dan layak direkomendasikan. Dengan demikian Abon Vegetarian berbahan Bahan Jantung Pisang berpotensi tinggi sebagai alternatif pangan fungsional dan ramah lingkungan, serta memiliki peluang diterima pasar secara luas.

Kata Kunci: Limbah Pangan; Abon Vegetarian; Jantung Pisang; Limbah pangan; Presepsi Konsumen

ABSTRACT

Food waste such as Banana Heart Flower has great potential to be processed into innovative food products. The development of Vegetarian Abon from this material is an alternative solution based on sustainability and health. This study aims to develop Vegetarian Abon from Banana Heart Flower and analyze consumer perceptions of the product. This study uses a quantitative-descriptive approach method by distributing questionnaires to 68 respondents. The data collected includes respondent characteristics, consumption experience, and perceptions of taste, texture, appearance, and purchasing interest. As many as 86.8% of respondents stated that the taste of the product was as expected, 85.3% enjoyed the taste, 89.7% considered the texture easy to chew, and 88.3% considered the appearance of the product attractive. In addition, 98.5% of respondents considered this product healthy and worthy of recommendation. Thus, Vegetarian Abon from Banana Heart Flower has high potential as an alternative functional and environmentally friendly food, and has the opportunity to be widely accepted by the market.

Keywords: *Food Waste; Vegetarian Abon; Banana Heart; Food waste; Consumer Perception*