

ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi Donat Mochi Ketan Hitam sebagai alternatif camilan tradisional yang inovatif di tengah tren makanan kekinian. Dengan pendekatan kuantitatif-deskriptif, data dikumpulkan melalui kuesioner daring kepada 51 responden di Kabupaten Tulungagung. Hasil menunjukkan bahwa mayoritas responden, khususnya perempuan usia 18–25 tahun, memiliki minat tinggi terhadap produk ini. Faktor utama yang memengaruhi minat beli meliputi rasa unik, kandungan gizi dari ketan hitam, tekstur kenyal mochi, dan harga terjangkau (Rp 15.000 – Rp 20.000). Responden juga memberi masukan pengembangan produk seperti penambahan varian rasa, kemasan menarik, dan strategi pemasaran berbasis media sosial. Kesimpulannya, Donat Mochi Ketan Hitam memiliki peluang besar diterima di pasar modern sebagai camilan sehat berbasis lokal yang inovatif dan digemari generasi muda.

Kata kunci: camilan tradisional, donat mochi, inovasi kuliner, ketan hitam, pasar modern

ABSTRACT

This study aimed to analyze the market potential of Black Glutinous Rice Mochi Donuts as an innovative alternative to traditional snacks amid the rise of modern food trends. Using a descriptive-quantitative approach, data were collected via online questionnaires from 51 respondents in Tulungagung Regency. The findings revealed that the majority of respondents, especially young women aged 18–25, showed a strong interest in the product. The key purchase decision factors included unique taste, nutritional benefits of black glutinous rice, chewy mochi texture, and affordable price (Rp 15,000 – Rp 20,000). Respondents also suggested product development through flavor variations, attractive packaging, and social media marketing. In conclusion, Black Glutinous Rice Mochi Donuts had high potential to be accepted in the modern snack market as a healthy, innovative, and locally-inspired snack that appealed to younger consumers.

Keywords: black glutinous rice, culinary innovation, mochi donuts, modern market, traditional snacks