

PENERAPAN MOTIF *SUBAHNALE BULAN BEKURUNG* KHAS LOMBOK PADA BROWNIES KUKUS

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan proses penerapan motif *subahnle bulan bekurung* khas Lombok pada brownies kukus agar tampilan produk menjadi lebih menarik, inovatif, dan unik. Rancangan penelitian yang digunakan dalam penelitian ini adalah penelitian *Research and Development* (R&D). Dalam penelitian ini, teknik pengumpulan data dilakukan dengan menggunakan kuesioner berupa lembar uji kualitas dan uji kesukaan. Data dianalisis secara deskriptif kuantitatif melalui penilaian kualitas dan tingkat kesukaan dari panelis terlatih dan masyarakat Lombok di Singaraja. Panelis terlatih sebanyak 15 orang dari guru tata boga menilai aspek warna, bentuk motif, dan tekstur, sementara 50 masyarakat Lombok menilai tingkat suka terhadap produk yang dikembangkan. Hasil penilaian menunjukkan bahwa aspek warna mendapatkan skor rata-rata 4,86 termasuk kedalam kategori sangat baik; bentuk motif 4,93 termasuk kedalam kategori sangat baik; dan tekstur 5,00 termasuk kedalam kategori sangat baik. Respon positif dari masyarakat menunjukkan penerimaan tinggi terhadap inovasi motif ini dilihat dari skor rata-rata 4,66 untuk warna termasuk kedalam kategori sangat suka, 4,6 untuk bentuk motif termasuk kedalam kategori sangat suka dan 4,66 untuk tekstur termasuk kedalam kategori sangat suka. Dari Hasil penelitian ini disimpulkan produk brownies kukus motif *subhanale bulan bekurung* mendapat penilaian sangat baik dan respon masyarakat sangat menerima adanya penerapan motif *subhanale bulan bekurung* khas Lombok pada brownies kukus.

Kata kunci: Brownies kukus, *subahnale bulan bekurung*, Uji kesukaan

**APPLICATION OF LOMBOK'S SUBAHNALE BULAN BEKURUNG MOTIF
ON STEAMED BROWNIES**

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ABSTRACT

This study aims to describe the process of applying the unique Lombok subahnle moon motifs on steamed brownies to make the product's appearance more attractive, innovative, and unique. The research design used in this study is Research and Development (R&D). In this study, data collection techniques were conducted using a questionnaire in the form of quality assessment sheets and preference tests. Data were analyzed descriptively quantitatively through quality assessment and preference levels from trained panelists and the people of Lombok in Singaraja. A total of 15 trained panelists from culinary teachers assessed aspects of color, motif shape, and texture, while 50 Lombok residents evaluated their preference level for the developed product. The assessment results showed that the color aspect received an average score of 4.86, categorized as very good; the motif shape scored 4.93, categorized as very good; and texture scored 5.00, categorized as very good. The positive response from the community indicates a high acceptance of this motif innovation, seen from the average score of 4.66 for color which falls into the 'very like' category, 4.6 for the shape of the motif which also falls into the 'very like' category, and 4.66 for texture which is classified as 'very like'. From this research, it is concluded that the steamed brownies with the Subhanale motif of the 'bulan bekurung' received a very good assessment and the community's response is very receptive to the application of the unique Lombok Subhanale 'bulan bekurung' motif on the steamed brownies.

Keywords: Steamed brownies, Subahnale bulan bekurung, Test of fondness