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Consumer Acceptance of Es Selendang Mayang Innovation with *Azolla Microphylla* Substitution

Lu`luwatin Rosdiana Aprilia, Nurul Syif'a Herdianti, Nimas Prasasti, Inda Dzil Arsy, Sefty Aulia, Ilham Winata*

Politeknik Negeri Media Kreatif, Indonesia

*Correspondence: E-mail: luluwatin@polimedia.ac.id

ABSTRACT

This study aims to analyze the acceptance level of es selendang mayang innovated through the substitution of *Azolla microphylla*. The es selendang mayang was innovated by substituting 60% of pandan leaves with *Azolla microphylla*. Acceptance testing was conducted using sensory evaluation methods. The panelists were semi-trained to distinguish between sweet, sour, salty, and bitter tastes. Market acceptance was assessed using a questionnaire. The original es selendang mayang served as a control for comparison. The results indicate that the acceptance level of the innovated es selendang mayang is 4.1 on a 5-point Likert scale. In terms of market acceptance, it received a score of 8 out of 10 compared to only 3 out of 10 for the original version. Es selendang mayang with *Azolla microphylla* substitution is favored by consumers. This innovation increased the acceptance level of es selendang mayang from 3/10 to 8/10.

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1. INTRODUCTION

One of Indonesia's traditional culinary delights is es selendang mayang. Es selendang mayang is a traditional Betawi beverage made from rice flour, with a coconut milk and palm sugar base, and flavoured with pandan leaves, resulting in a sweet and savory taste (Hubeis & Dewi, 2019; Risnanda et al., 2023). Es selendang mayang is one of the traditional Betawi drinks that has existed since the Dutch colonial era. This drink is characterized by colorful layers that resemble a dancer's scarf, with a chewy texture and a sweet taste that comes from a combination of rice flour, sago flour or hunkue, coconut milk, and brown sugar or coconut sugar. Usually, Es selendang mayang is served cold with the addition of shaved ice, so it provides a refreshing sensation in the middle of hot weather or in the afternoon (Hubeis & Dewi, 2019; Setyawati & Wardhany, 2022). Es selendang mayang symbolizes diversity, representing the cultures of Betawi, Chinese, European, and Arab communities. Originating from the Central Betawi region (Syah & Vikaliana, 2019), Es selendang mayang was once very popular among the Betawi people. It is typically served during special occasions, such as family gatherings or major celebrations (Hubeis & Dewi, 2019).

In addition, es selendang mayang as a traditional food is part of the culinary cultural heritage. Es selendang mayang has great potential to be developed as a gastronomic tourist attraction, because the uniqueness of its taste and historical value can enrich the culinary experience of tourists who want to get to know more closely the richness of Betawi culture. As seen in previous studies, pindang from South Sumatra is recognized as an icon of gastronomic tourism (Pratama et al., 2024), jagung bose from East Nusa Tenggara (Manek & Rato, 2024), Coto Makkasar from Makassar (Pradiati, 2023), dodol mayog from Cirebon (Darwis et al., 2021), and smoked selais from Riau Province (Thamrin, 2020). Furthermore, traditional food is one of the tourism products and is used as a medium for tourism promotion (Bhartiya et al., 2024; Yeboah & Ashie, 2024; Ningsih, C. et.al, 2023) and entrepreneurship (Ningsih, C., et.al., 2024). Traditional food also plays a role as a distinctive souvenir from tourist destinations (Buczkowska, 2014; Pizzichini et al., 2020). Therefore, es selendang mayang can be a culinary icon that is not only enjoyed by local people, but also domestic and foreign tourists.

However, over time, Es Selendang Mayang has become increasingly rare, even among the Betawi people themselves, who now consider it an old-fashioned drink. Its presentation is now more often found in special events such as Lebaran or Betawi cultural festivals, where it is featured as part of efforts to preserve traditional culinary heritage. Nevertheless, es selendang mayang still has high historical and cultural value, and is popular with various groups because of its distinctive taste and attractive appearance. The sustainability of traditional foods like es selendang mayang is threatened by shifting consumer preferences, practicality demands, and the introduction of numerous contemporary food and beverage items. Innovation in traditional foods is essential to their continued relevance and demand. According to Guiné et al. (2021), innovation is one of the key factors for the future sustainability of traditional foods. Adding new ingredients, mixing raw materials, creating processing technology, and improving packaging aesthetics are all examples of innovation. The goal of innovation in traditional foods is to enhance their nutritional value, flavor, and aesthetic appeal without sacrificing the product's unique identity. This is in line with a study from Guerrero et al. (2016) that innovation in traditional food does not reduce its traditional image, even the innovations made are able to increase the authenticity of the product.

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Small innovations in traditional foods tend to be more easily accepted by consumers than significant changes (Guerrero et al., 2016; Sajdakowska et al., 2018; Vanhonacker et al., 2013), as an example of the traditional food innovation of extra virgin oil (Carlucci et al., 2023). Suryani and Priatini (2020) found that innovations in traditional foods, such as modifying taste and shape, can make them more appealing to consumers. Product modification can also increase consumer acceptance (Nabila & Tsaniah, 2024). Consumers generally want traditional foods that are delicious, attractive in appearance, accessible, and still have an authentic taste. Therefore, innovation in raw materials that maintain the main characteristics of the product is an effective strategy to increase the competitiveness of traditional foods amidst increasingly tight market competition. One form of innovation that can be done in es selendang mayang is the substitution of some raw materials with alternative food ingredients that have high nutritional value as a source of protein, such as Azolla microphylla (Korsa et al., 2024) which has a protein content of 20-30% (Dharan et al., 2020). Azolla microphylla is an aquatic plant that is rich in protein, vitamins, and minerals, and has been widely used as animal feed and alternative food sources even a source of human food (Korsa et al., 2024). The use of Azolla microphylla as a substitute in making es selendang mayang is expected to increase the nutritional content of the product without reducing the distinctive taste and texture that have been the main attractions of this drink.

Analysis of the level of consumer acceptance is crucial in determining the success of traditional food innovations, including es selendang mayang with *Azolla microphylla* substitution. This study aims to evaluate the level of acceptance of es selendang mayang which has been innovated by replacing some of its raw materials using *Azolla microphylla*. This research not only plays a role in preserving Betawi culture, but also supports the development of functional foods and local food diversification. The results of the study are expected to be a reference for culinary industry players and MSMEs in creating innovative, healthy, and high-value traditional food products, while supporting food security

2. LITERATURE REVIEW

2.1 Traditional Food as Tourist attraction

Traditional food plays an important role as a tourist attraction that appeals both local and foreign visitors. Each region in Indonesia has its own unique culinary wealth, reflecting the culture, history, and local wisdom of its people. Culinary tourism not only offers unique flavors, but also authentic cultural experiences. The development of local activities that combine traditional food and tourism is a form of long-term investment (Steppa, 2020). Through traditional food, tourists can better understand the identity of a region, from the way it is served to the story behind each dish served (Zhang et al., 2019). This concept is in line with the principles of sustainable gastronomy that prioritize cultural sustainability (Steppa, 2020). Furthermore, traditional food is not only a means of preserving culture, but also an important element in a responsible and sustainable tourism development strategy (Steppa, 2020; Zhang et al., 2019). Traditional food is also part of the sustainable gastronomic heritage in tourist destinations (Saputra & Priyambodo, 2024), even become a gastronomic tourist attraction (Prasetyo et al., 2022; Resmi et al., 2023).

2.2 *Azolla Microphylla* as a Nutritional Innovation in Traditional Food

With the rapid advancement of times, the popularity of this beverage has declined, and it has become increasingly rare. Many people consider this drink unappealing because it is seen as outdated compared to modern beverages and is affected by global influences

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leading to a shift in taste preferences among teenagers, putting the drink at risk of extinction. One way to address this issue is through product innovation and market testing. The innovation involves substituting pandan leaves with *Azolla microphylla.*

Table 1. Reference Table of Previous Research on *Azolla microphylla*

Previous Research Reference	Topic Discussed	Reference Benefits
(Syahara, 2021)	Nutrient Content Testing and Potential of *Azolla microphylla* as a Future Food Source	Presents the concept of *Azolla microphylla* as a new food source.
(Nugraha et al., 2022)	Utilization of *Azolla microphylla* as Livestock Feed	Demonstrates the feasibility of processing *Azolla microphylla*, indicating its usability in food systems.
(Elsebaie et al., 2022)	Incorporation of *Azolla microphylla* into macaroni	Confirms the safety of *Azolla microphylla* for human consumption.

Innovation of es selendang mayang with the incorporation of *Azolla microphylla*
Novelty and benefits of this research:

a. The incorporation of *Azolla microphylla* into traditional food products has not been explored in previous studies, making this a novel innovation.
b. Integrating *Azolla microphylla* into es selendang mayang is expected to enhance the value of the dish.
c. This research method is simple and easy to replicate.

Based on previous research, *Azolla microphylla* can be processed into innovative food and beverage products, including es selendang mayang as an effort to conserve Betawi culture. Therefore, this study is motivated by the potential to utilize Azolla microphylla as an innovative raw material in the preparation of Es Selendang Mayang, aiming to enhance its nutritional value while maintaining its cultural authenticity.

3. METHODS

Market acceptance testing of the innovative es selendang mayang was conducted using a comparative method to assess differences in acceptance levels between the original and the modified versions. The analysis was carried out among the academic community of Politeknik Negeri Media Kreatif Jakarta. For each variant of es selendang mayang, 100 units were sold. The collected data included names, age, gender, region of origin, occupation, familiarity of es selendang mayang and *Azolla microphylla*, preference level, and acceptance level of the innovative es selendang mayang with *Azolla microphylla*. Sales were conducted over a a two-week period, with two sales sessions each week, selling 50 units per session at a price of IDR 10,000 per unit. The collected data were analyzed using Excel 2019 to determine the level of market acceptance. The data collected were then filtered and organized according to the research topic using data collection methods through sales. Subsequently, a report was prepared based on the systematically obtained data. The data analysis technique used is descriptive-argumentative. Interpretation was performed by grouping the results from the data obtained from sales to the academic community of Politeknik Negeri Media Kreatif Jakarta. After grouping the sales results, the acceptance percentage of the flavor innovation in es selendang mayang with *Azolla microphylla* was

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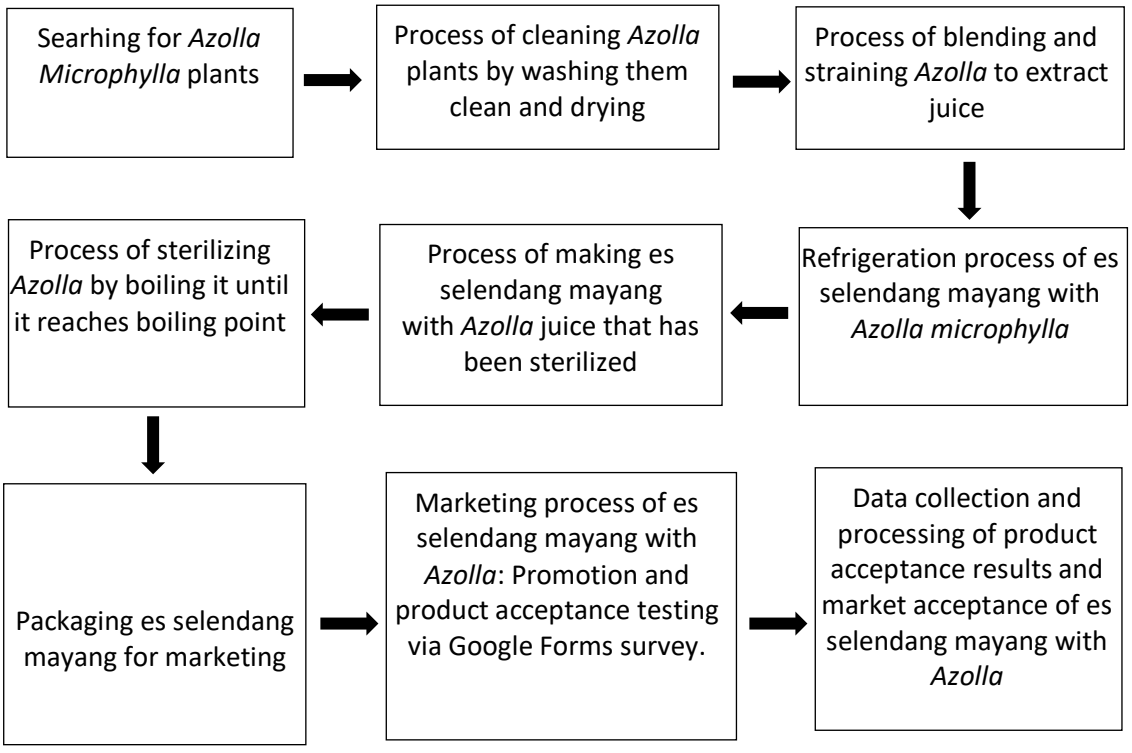
determined. The tools and materials used in this experimental test include:

Table 2. Ingredients and Equipment for Making es selendang mayang with *Azolla microphylla*

Ingredients	Equipment
Azolla microphylla (1000 g)	Sauce pan
Sago flour and rice flour (2000 g)	Strainer
Red and green food coloring (2 bottles)	Spoon
Coconut milk (3000 ml)	Knife
Pandan leaves (50 sheets)	Packaging glass
Palm sugar (2000 g)	Logo stickers

The above ingredients are used to make es selendang mayang with *Azolla microphylla*. The process begins by cleaning the *Azolla* plant, then drying it to reduce excess moisture. After drying, the *Azolla* is ground using a chopper with added mineral water. The mixture is then strained to extract the juice. The extract is subsequently added to the cooking mixture of es selendang mayang and stirred continuously over medium heat until it reaches a thickened consistency. Once the mixture thickens, it is poured into a tray. After it cools down, it is placed in the refrigerator until the texture becomes firm and suitable for slicing. Here are the steps in the process of making es selendang mayang with *Azolla microphylla*:



Figures 1. The Process of Making Es Selendang Mayang with *Azolla Microphylla*

4. RESULTS AND DISCUSSION

The acceptance rate of es selendang mayang using Azolla microphylla reached 4.1 out of 5 (82%). This result is in line with the findings of Elsebaie et al. (2022). The addition of Azolla extract to macaroni increased the acceptance rate of macaroni to 85.13% (Elsebaie et al., 2022). This differs from what was found in cookies, where the substitution of Azolla only resulted in an acceptance rate of 3.75/5 (Elsebaie et al., 2022). The innovative es selendang mayang was prepared at the Pastry Laboratory of the Culinary Arts Program at

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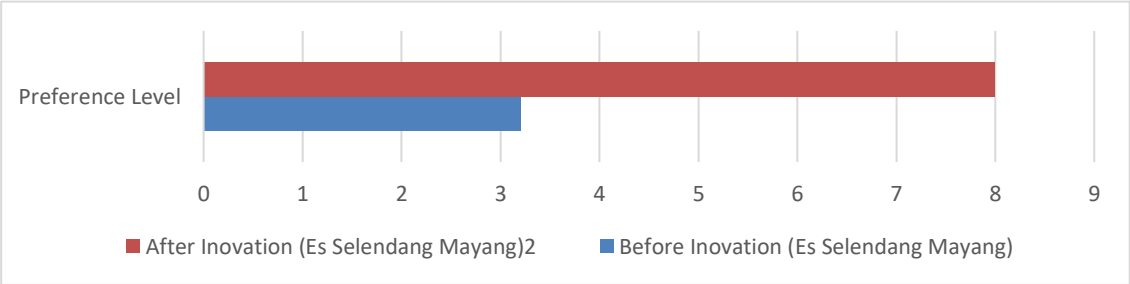
PoliMedia. One issue encountered in this activity was the limited availability of *Azolla microphylla* plants. The food-grade *Azolla microphylla* available in the market resolved this problem. The *Azolla microphylla* was extracted using a blender. To reduce the odor of *Azolla microphylla*, pandan leaves were added. The composition of pandan leaves used was in a ratio of *Azolla* to pandan of 1:25.

The Canva application was used to design the packaging. The icon chosen was a Betawi dancer, based on the history of Selendang Mayang, which is said to be as beautiful as Nyi Mayangsari and was favored by Betawi warriors known as "Si Jampang." Moreover, Selendang Mayang is associated with the traditional attire of Betawi dancers, which features the colors green, white, and red. Mika plastic was used as the packaging material because it protects the product well and gives it a modern appearance. The innovative es selendang mayang was packaged in 14 oz. cups. This size was chosen to reduce production costs and to make it easier to carry as it is not too large. Data collection was carried out on August 11, 2023, and the results obtained are as follows:

Table 3. Acceptance Level of Es Selendang Mayang with *Azolla Microphylla*

Characteristic	Score
Taste	4.1
Aroma	3.8
Appearance	4.5
Texture	4.0
Overall Acceptance	4.1

The data indicate that the overall acceptance level of this innovative product is 4.1 on a 5-point Likert scale. Among the four tested aspects, two characteristics scored close to the "highly liked" category, namely taste and appearance, with scores of 4.1 and 4.5, respectively. The other two characteristics fell into the "liked" category, with texture scoring 4.0 and aroma scoring 3.8. It can be concluded that this product is well-received by consumers.



Figures 2. Preference Level Es Selendang Mayang with *Azolla Microphylla*

From the graph data above, it is known that on a scale of 10, consumers initially rated their purchase preference at 3. After innovations were made to the Selendang Mayang product, the consumer preference level increased to 8 on a 10-point scale.

Based on the acceptance level data, the innovative es selendang mayang product is fairly well-liked, with an average score of 4.1 on a 5-point scale, which is close to the “strongly like” category. Appearance and taste are the most favored aspects, with scores of 4.5 and 4.1, respectively. This indicates that the bright colors of the innovative es selendang mayang, enhanced with the addition of *Azolla Microphylla*, and its sweet, rich flavor can appeal consumers.

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Thus, it can be concluded that the innovation of es selendang mayang with *Azolla Microphylla* has the potential for further development, particularly given its favorable market acceptance. Improvements can be made, especially in the aroma, to further increase consumer appeal.

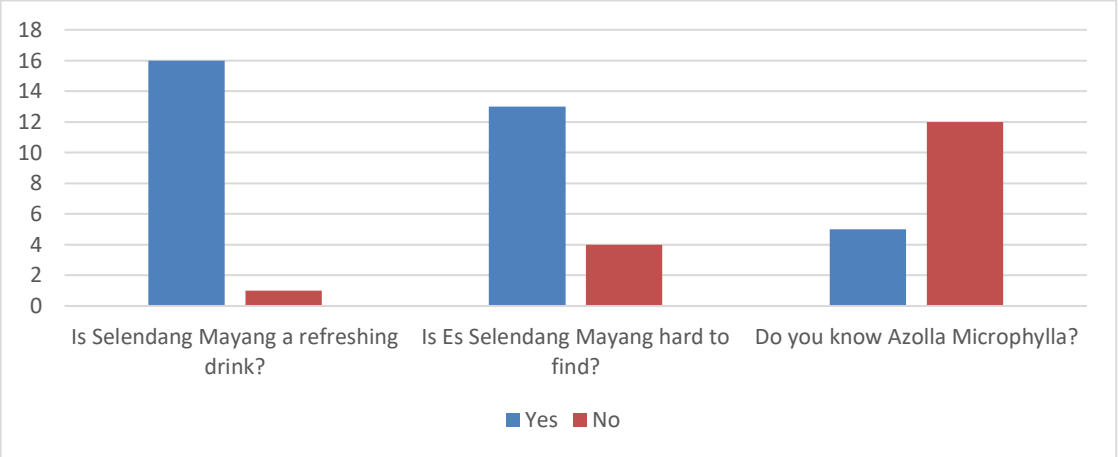
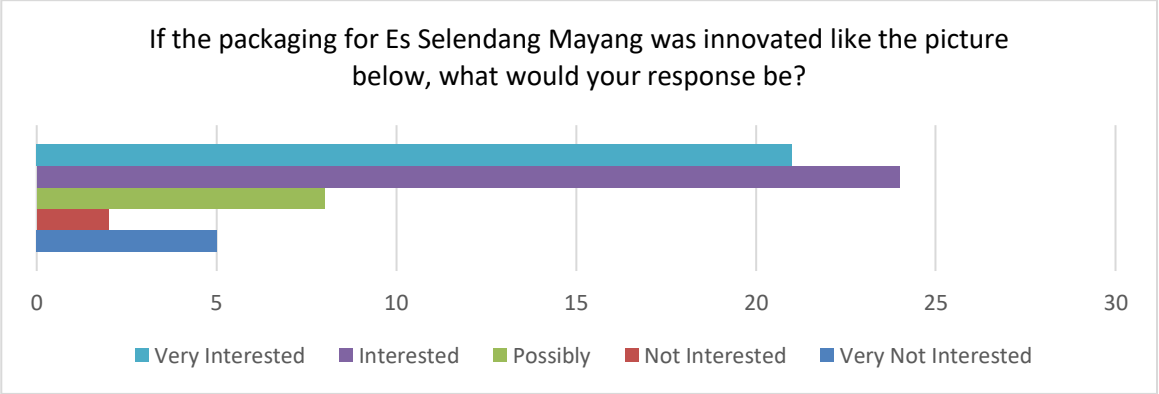


Figure 3. Preference Level for Es Selendang Mayang and Popularity of *Azolla Microphylla*

Es selendang mayang with *Azolla Microphylla* product also introduced an innovative, modern packaging by using cup glasses designed with a logo. This packaging innovation adds to the product's appeal by combining traditional flavors with a more contemporary and convenient presentation. The new design was positively received, indicating that not only the taste but also the visual and practical aspects of the product contribute to its market acceptance.



Figures 3. Acceptance Level of Packaging Innovation for Es Selendang Mayang with *Azolla Microphylla*

Based on the data above, the response to the packaging innovation of es selendang mayang, as shown in the figure, was quite positive. A total of 24 respondents expressed a desire level of 4 (interested), while 21 respondents rated their interest level as 5 (very interested). The number of respondents providing positive responses (3, 4, and 5) was higher than those giving negative responses (1 and 2).

This indicates that the majority of respondents liked the packaging innovation. The modern design of the packaging likely gave the product a more contemporary feel that aligns with market preferences. Consequently, this innovation has the potential to increase the product's appeal and attract consumer interest in purchasing es selendang mayang with *Azolla Microphylla*.

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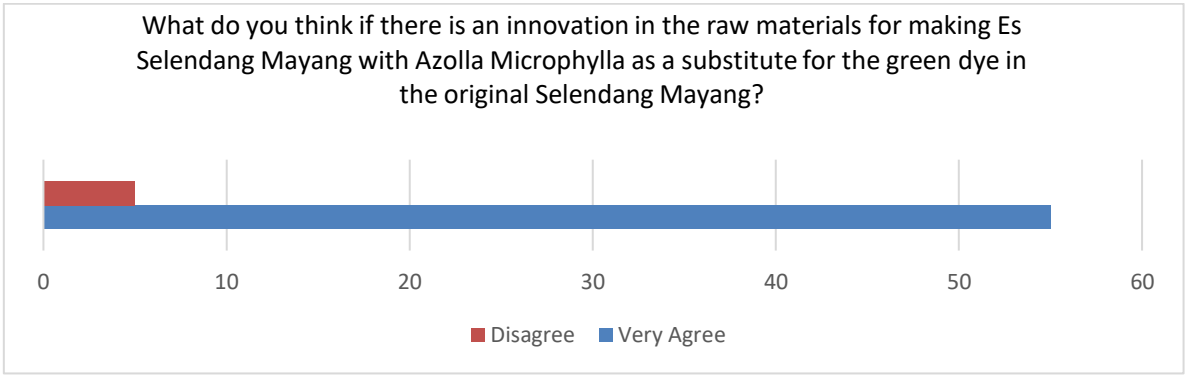
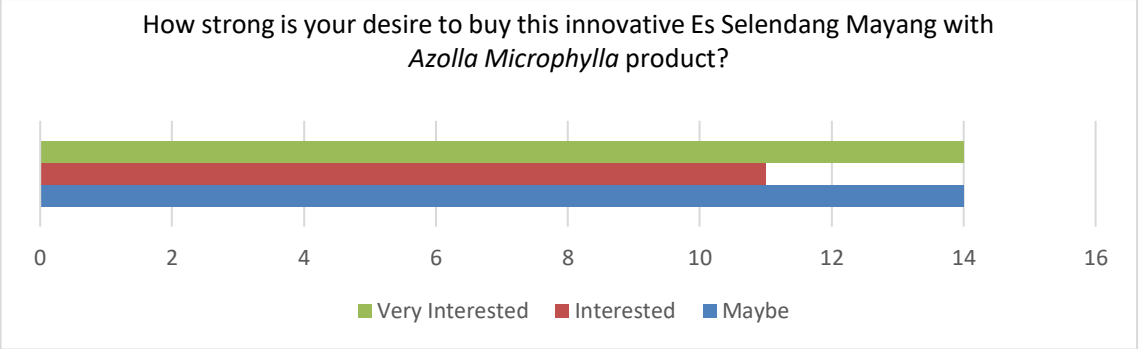


Figures 4. Acceptance Level of *Azolla Microphylla* Innovation as a Raw Material for Es Selendang Mayang

Based on the data, the majority of respondents, 55 people, strongly agreed with the innovation of using *Azolla Microphylla* as a green color substitute in es selendang mayang. Only a few respondents, 5 people, expressed disagreement with this innovation. This indicates that most respondents support the idea of using *Azolla Microphylla* as a green colorant, while a small portion still has reservations due to a lack of detailed knowledge about the plant. The use of *Azolla Microphylla* as a green color substitute in es selendang mayang has the potential to add value to the product. *Azolla Microphylla* is an aquatic plant rich in nutrients, often used in livestock feed and as organic fertilizer. By utilizing it as a green colorant, es selendang mayang can become more visually appealing and nutritious, as *Azolla Microphylla*, once sterilized, retains its nutritional properties.

Therefore, this innovation has the potential to increase the product's appeal while providing additional benefits to consumers.



Figures 5. Consumer Acceptance Levels for Purchasing the Innovative Es Selendang Mayang Product

Based on the data presented in the above graph regarding the question, "How strong is your desire to purchase the innovative es selendang mayang with *Azolla microphylla* product?" there are 14 respondents who answered with a desire level of 3 (maybe), 11 respondents with a desire level of 4 (interested), and 14 respondents with a desire level of 5 (very interested) in purchasing the product. This indicates that the majority of respondents (those who answered with levels 3, 4, and 5) have a relatively high desire to purchase the product. A high level of desire can be an indication of a good market potential for this product, especially if the product has clear advantages and benefits for consumers.

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5. CONCLUSION

Currently, awareness Betawi traditional beverage es selendang mayang with *Azolla microphylla* substitution remains limited. However, this innovative product demonstrated stronger market competitiveness, with an acceptance rate of 88.2%, surpassing that of the original version. This study was conducted to assess the market acceptance of the es selendang mayang with *Azolla microphylla* substitution. Based on the evaluation, the product received an average acceptance score of 4.1 out of 5, categorized as "liked." The highest acceptance score was for the appearance (4.5), followed by taste (4.1), texture (4.0), and aroma (3.8). Additionally, there was an increase in consumer purchase interest from a score of 3 to 8 on a scale of 10 following the innovation. This indicates that the product has potential for further development, particularly by improving the aroma to increase consumer preference. Therefore, it can be concluded that the es selendang mayang with *Azolla microphylla* substitution has considerable potential for development as a means of preserving traditional beverages.

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