

INNOVATION MALUNGgay COOKIES WITH CHIA SEED AND RAISIN AMONG RESIDENTS OF BARANGAY STA. MONICA NOVALICHES QUEZON CITY

ABSTRACT

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Cookies, typically enjoyed as a baked snack or dessert, have been creatively reinvented this year, showcasing unique flavors, textures, aromas, and appearances. Researchers have introduced healthier alternatives by replacing traditional ingredients, such as swapping chocolate chips with malunggay, chia seeds, and raisins. This modification aims to cater to children and individuals with dietary restrictions, offering a more nutritious take on the classic cookie. This study utilized a quantitative research design to determine how the researcher's method of planning, organizing, and conducting the study can influence the results. This approach is essential in evaluating the development of malunggay cookies with chia seeds and raisins. A total of fifty (50) respondents from Brgy. Sta. Monica was selected using simple random sampling to ensure a representative sample of the population. Most of the respondents were aged 34 years and above, with 28 individuals—or 56%—being female. The majority of participants were residents of Brgy. Sta. Monica, Novaliches, Quezon City. In terms of taste, respondents agreed that the product had noticeable levels of sweetness, bitterness, and saltiness. Regarding texture, they strongly agreed that the cookies exhibited desirable softness, crunchiness, and chewiness. For appearance, the respondents also strongly agreed on the product's freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers noted the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, (3) adjust the saltiness, and (4) enhance the sweetness. The results revealed that respondents strongly agreed with the overall quality of the product. In terms of taste, they agreed that the cookies exhibited appropriate levels of sweetness, bitterness, and saltiness. For texture, the respondents strongly agreed that the product was soft, crunchy, and chewy. In terms of appearance, they also strongly agreed on its freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers proposed the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, and (3) adjust the saltiness to better suit consumer preference.

RECOMMENDED CITATION

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