

## ABSTRACT

Title : *The Influence of Rice Bran Flour Substitution on the Quality Characteristics of Traditional Food Bay Tat*  
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*Bay tat cake is a traditional food characteristic of Bengkulu Province made from a mixture of wheat flour, eggs, and jam on top. This research aims to analyze the effect of substituting rice bran flour on the physical, chemical, and organoleptic properties of bay tat cake. The study utilized a Completely Randomized Design with variations in treatments, namely rice bran flour concentration (0%, 10%, 20%, 30%, 40%) and wheat flour (100%, 90%, 80%, 70%, 60%). Analyses conducted included yield analysis, texture, moisture content, carbohydrates, proteins, fats, fibers, and organoleptic analysis to evaluate the preference level of panelists on the color, taste, aroma, and texture of bay tat cake. The composition treatments of rice bran flour and wheat flour did not significantly affect the moisture content of bay tat cake. The higher the concentration of rice bran flour, the higher the protein, carbohydrate, fat, and fiber content of the bay tat cake. Increased use of rice bran flour led to a decrease in the preference level of panelists for the color, taste, aroma, and texture of bay tat cake. The analysis results of revenue and profit for the best treatment from the organoleptic test with 10% rice bran flour substitution yielded revenue of Rp. 21,875,000.00 and a profit of Rp. 6,603,828.00.*

