ABSTRACT

Dessert products are very popular with both children and adults. Making desserts without an oven is considered easier to process than using the baked method. Currently, recipe books are still favored by mothers, especially housewives, to be used as a reference for making desserts. Therefore, the no-bake desserts recipe book design is still needed for housewives. According to Meliyawati (2016), interest in reading is an emotion that arises in the mind along with a strong desire to read. Recently, we can see the gourmet world appearing frequently in news media, especially social network services (SNS) such as Instagram, Facebook, and YouTube. Thus, internet usage was recorded in Indonesia Digital 2019, which proved to have 150 million active internet users. As access to technology and information becomes easier and faster, people are eager to learn how to cook. Recipe book design is a method that consists of various aspects to assess whether or not a recipe is appropriate by conducting panelist tests and community service. Currently, recipe books are still favored by mothers, especially housewives, to be used as a reference for making desserts. Therefore, the no-bake desserts recipe book design is still needed for housewives.

Keywords: Desserts, Recipe book, No-bake desserts