

Modified Carda Fruit Cocktail Drink Using Captikus

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Abstract: *Drinks are a basic need for humans in everyday life. Of course, humans need fluids to replenish their bodies. Many of us want to enjoy various kinds of drinks that taste fresh, bitter, and so on. Captikus is one of the drinks that has existed since ancient times and is known by people of all ages. Captikus is also one of the most in-demand drinks among many groups, both young and old, of different genders. Seeing the potential of Captikus drinks, nutmeg juice, and marjan syrup, the research team decided to modify these ingredients into a cocktail, creating a breakthrough in the industrial world. The research method used is the Design Method and the Experimental Method. This method aims to produce unique and interesting new things. From the results of this study, this drink can be combined with other ingredients, such as marjan syrup and nutmeg juice. After several trials, the research team succeeded in creating a new flavor variant, "Carda Fruit," with higher taste and aroma, and greater market value, making it suitable for marketing to the Food and Beverage Industry.*

Introduction

Tourism, known as "tourism" in English, includes travel activities undertaken by individuals or groups to enjoy the beauty of nature and culture, visit friends or relatives, enjoy culinary delights, and participate in various events such as sports, musical performances, and state ceremonies (Aulia et al., 2017; Sahrul et al., 2023). All of these activities are supported by transportation, accommodation, and food services that complement their travel experience (Napu et al., 2023; Simangunsong, 2023).

The tourism industry has experienced extraordinary growth in the era of globalization (Kusuma et al., 2015; Napu et al., 2023). This is supported by technological advances and the growth of the middle class, which has had a positive impact both domestically and internationally (Wibowo et al., 2017). Similarly, in the development of food and beverages, people are becoming more familiar with various types of alcoholic beverages as cultures have increased. To maintain and promote traditional beverages, modifications are made to attract and retain existing consumers and to open new market segments.

The current development of the culinary industry has spurred culinary entrepreneurs' enthusiasm to adapt. "Carda fruit" is a drink made from cap tikus, a typical Indonesian spice with high economic value, mixed with nutmeg. Besides being used as a dampur spice, nutmeg also has health benefits that have long been recognized in traditional medicine. However, the use of nutmeg is still limited to conventional products such as essential oils and sweets. Therefore, modifications in processing nutmeg into juice and drinks mixed with cap tikus can increase the added value of nutmeg and cap tikus. Cap tikus is a traditional fermented drink originating from North Sulawesi, made from palm sap and has varying alcohol content (Lintong et al., 2022). With proper processing, cap tikus can be a modified product with high economic value and export potential. The combination of nutmeg syrup and cap tikus can produce a distinctive beverage based on local spices with high competitiveness.

Modifying a cocktail made from cap tikus could be a strategic step relevant to the current

development of the culinary industry, as cap tikus is a drink that has existed since ancient times and is known to almost all people in Sulawesi, and is widely enjoyed for its use as a warming agent and also as a treatment. Based on the description above, the author chose the title Modification of Carda Fruit Cocktail Drinks Made from Captikus. Culinary modifications to food or drinks aim to increase consumer appeal and add value to existing products. This is also influenced by developments in the tourism industry, especially in the culinary field.

Method

This research is related to how to make a cocktail drink made from captikus which is a fermented drink and distilled water from the sap of the sugar palm tree then mixed with nutmeg juice that we have processed by chopping the nutmeg flesh and then cooking it to extract the juice so that it becomes a drink that will be popular with many adults and can be used as an idea for sales with innovations. The number of participants most appropriate for the study depends on the desired level of accuracy or error. The level of accuracy or confidence desired often depends on the available funding sources, time, and energy. The greater the level of error, the fewer samples are needed; conversely, the smaller the level of error, the more sample members are needed. Participants involved in this study were five people, consisting of expert panelists (1), trained panelists (1), and untrained panelists (3).

The research instrument was primary data, collected using measuring instruments. The research period was from March 2025 to June 2025. The experiment and testing were conducted at the polytechnic under the supervision of I. The materials used to make Carda Fruit are listed in Table 1.

Table 1. Materials used in making Carda Fruit

Ingredients	Specifications
Captikus	The captikus used has a 45% sugar content.
Marjan Syrup	The syrup used is Marjan syrup, which has a thick texture and a sweet taste. It can also change the color to a more attractive color. It can be purchased at your nearest supermarket.
Nutmeg Juice	The nutmeg flesh can produce various flavors, such as sweet and sour.

Source: Author 2025

The tools used in making carda fruit can be seen in Table 2.

Table 2. Tools used in making carda fruit

No	Product	Tool Name	Specification
1.	Tools	Jingger	A small measuring tool for measuring liquids.
		Shaker	A tool for mixing drinks by shaking them.
		Spoon	Made of stainless steel, no brand.
2	Serving Tools	Glass	Old Fashioned

Source: Author 2025

The steps for making it include: 1 ml of nutmeg juice is measured in a jigger, then poured into a shaker, then weigh 1 ml of captikus and pour it into a shaker, 1/5 ml of marjan syrup is weighed in a shaker, 5 ml of simple syrup is weighed in a shaker, 3 ml of lime is weighed in a shaker, then if everything is mixed, shake it using a shaker, and if so, pour the drink into the glass that has been provided to be served.

Subjective research can be conducted on anyone and will yield varying results, depending on individual levels of sensitivity to sight, touch, smell, and taste. Subjective research was used to assess the quality of coffee-based mocktails, including color, aroma, and taste. It also collected

data on the level of preference for these coffee-based mocktails. This subjective assessment used two types of testing: organoleptic and hedonic.

Hedonic Test, according to Tarwendah (2017), in Putri & Mardesci (2018), the Hedonic Test is a test in organoleptic sensory analysis to determine the differences in quality among several similar products by assigning a value or score to each product, and to determine a person's level of preference for a product. In this Test, the author expresses his response in the form of likes or dislikes for the product being tested, namely the taste of a coffee-based mocktail drink. In this hedonic Test, two categories of preferences are used: Likes and Dislikes. Organoleptic Test In Gusnadi et al. (2021), organoleptic testing is a method for evaluating food ingredients based on sensory perceptions. This trial uses human senses as tools to measure human acceptance of the product; the senses used are sight, smell, taste, and touch. Obtaining information/data through Checklist interviews with several Data Sources. The data used in this study comes from two sources: primary data. Primary data are collected directly by data collectors. Moreover, directly taken from the results of trials through experiments. Next, secondary data. Secondary data are data sources that do not directly provide data to data collectors, for example, through other people or documents.

Result and Discussion

Research Objective Overview

This project aims to create innovation in the industry, specifically for beverages made from captikus. Given that Captikus is a popular beverage widely consumed by various groups, the author attempted to turn it into a mocktail by adding additional ingredients, such as nutmeg. This study conducted several trials to achieve the desired flavor and to assess the respondents' suitability. Captikus dominated the drink, named "Carda Fruit." This product is expected to have better taste and aroma, higher sales value, and to be marketed in the food and beverage industry. The ingredients used include: captikus, nutmeg juice, simple syrup, and ice crystals. Furthermore, the tools used were a jigger, a shaker, and a spoon. The method used was shaking.

Research Trial

Cocktail preparation with 5 minutes of preparation time, 5 minutes of mixing time, and a shaking method. The glass used was an Old Fashioned. The ingredients used were: 15 ml of Captikus, 30 ml of nutmeg juice, and 15 ml of simple syrup.



Figure 1. First Trial
Source: Author (2025)

How to Make: Measure 1 oz of nutmeg juice in a jigger and transfer it to a shaker. Then, weigh 1/2 oz of capsicum and transfer it to a shaker. Weigh 1/2 oz of simple syrup and transfer it to a shaker. Once everything is mixed, shake it using a shaker. Once done, pour the drink into the glass provided.



Figure 2. Second Trial
Source: Author 2025

In this second trial, the preparation time is 5 minutes, the drink mixing time is 5 minutes, and the shaking method is used. The glass used is an Old Fashioned. Next, the ingredients used include: Captikus 15 ml, nutmeg juice (60 ml), and Simple syrup (15 ml). The method of preparation is as follows: Nutmeg juice is measured to 2 oz in a jigger, then transferred to a shaker. Then, the captikus is weighed at $\frac{1}{2}$ oz and transferred to a shaker. Simple syrup is weighed out to $\frac{1}{2}$ oz and transferred to a shaker. Then, if everything is mixed, shake using a shaker. If so, pour the drink into the glass provided for serving.



Figure 3. Third Trial
Source: Author (2025)

In the third trial, the preparation took 5 minutes. The drink was mixed for 5 minutes. The method used was shaking. The glass was an Old Fashioned. The ingredients used were 30 ml of Captikus, 60 ml of nutmeg juice, and 15 ml of Simple syrup. How to make it: Measure 2 oz of nutmeg juice in a jigger, then pour it into a shaker. Then weigh 1 oz of Captikus and pour it into a shaker. $\frac{1}{2}$ oz of Simple syrup was weighed and poured into a shaker. Then, if everything is mixed, shake it using a shaker. If so, pour the drink into the glass provided for serving.



Figure 4. Fourth Trial
Source: Author (2025)

In the fourth trial, the preparation lasted 5 minutes. The duration of the drink mixture was 5 minutes. The method used was shaking. The glass used was an Old Fashioned. The ingredients used were Captikus 30 ml, nutmeg juice 60 ml, Simple syrup 15 ml, and Marjan syrup 15 ml. The method of preparation called for measuring 2 oz of nutmeg juice in a jigger, then transferring it to a shaker. Then, we also weighed Captikus at 1 oz and transferred it to a shaker. Simple syrup was weighed out to ½ oz and transferred to a shaker. Marjan syrup was weighed at ½ oz and transferred to a shaker. Then, when everything is mixed, shake it in a shaker. If so, pour the drink into the glass provided for serving.



Figure 5. Fifth Trial
Source: Author (2025)

In the fourth trial, preparation 5 was carried out. The drink mixing time was 5 minutes. The method used was shaking. Old Fashioned glass.

Table 3. Ingredients and Quantity

No	Ingredients	Amount
1.	Capticus	30 ml
2.	Nutmeg juice	30 ml
3.	Marjan Syrup	15 ml
4.	Symple Syrup	5 ml
5.	Lime	3 ml

The method of making includes measuring 1 ml of nutmeg juice in a jigger, then pouring it into a shaker, then weighing 1 ml of captikus and pouring it into a shaker, weighing 1/5 ml of marjan syrup and pouring it into a shaker, weighing 5 ml of simple syrup and pouring it into a shaker, weighing 3 ml of lime and pouring it into a shaker. If everything is mixed, shake it with a shaker, then pour the drink into the glass provided for serving. During the trial, the author also interviewed people who tasted the results of the mixture made, as follows.

Table 3. Respondents' Responses to the First Carda Fruit Trial

Respondent	Color		Taste		Aroma	
	Like	Dislike	Like	Dislike	Like	Dislike
Respondent 1		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Respondent 2		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Respondent 3		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Respondent 4		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Respondent 5		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

Data source: Author (2025)

From the results of the first trial, which can be seen in Table 3. In evaluating the drinks served, several important points need to be considered: the color is less attractive, the sweetness

is excessive, and it only tastes like a sweetened nutmeg drink, as usual. It is recommended to reduce the simple syrup dose and add soda, such as Sprite, to make it taste more appealing. Of the four respondents tested, none liked the drink's color; 2 liked the taste, while the other two did not; and none liked the aroma.

Table 4. Respondents' Responses to Suggestions and Input in the First Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 9, 2025	1	4	Mikael.P	The color is not very appealing. Suggestion: Add syrup to enhance the color.
			Praise. R	Tastes too sweet. Suggestion: Reduce the amount of simple syrup and increase the size of the captikus.
			Kayli.L	Tastes just like sweet nutmeg. Suggestion: Add soda to enhance the flavor.
			Fany. T	Too sweet. Suggestion: Same as respondent 2: Reduce the amount of simple syrup.
			Juan. L	Too sweet. Suggestion: Reduce the amount of simple syrup.

Data source: Author (2025)

Based on Table 4, respondents provided several suggestions and inputs regarding modified drinks. The amount of simple syrup was reduced because it was too sweet. The color was less appealing, and it was suggested adding syrup to make it more attractive. Therefore, the author wants to continue the second phase of the trial based on the results of this first trial.

Tabel 5. Tanggapan Responden Pada Uji Coba Carda *Fruit* Kedua

Respondent	Color		Aroma		Taste	
	Likes	Dislikes	Likes	Dislikes	Likes	Dislikes
Respondent 1		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Respondent 2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Respondent 3		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Respondent 4		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Respondent 5		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

Data source: Author (2025)

From the trial results (see Table 5), respondents provided several responses and suggestions regarding the Carda Fruit trial. The taste was still too sweet, and respondents suggested reducing the amount of simple syrup. Some respondents suggested adding soda, such as Sprite, for a creamier taste. Some respondents also suggested increasing the amount of captikus to 2 oz..

Table 6. Respondents' Responses and Suggestions in the Second Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 10, 2025	2	3	Mikael.P	The color is still not very appealing. Suggestions include adding food coloring or syrup to the drink.
			Praise.R	The taste is still too sweet. Suggestions include increasing the amount of captikus to avoid overpowering the flavor.

Kayli.L	The taste is still average. Suggestions include adding Sprite, Buavita, or something similar to create a new flavor.
Fany.T	The color is too plain. Suggestions include adding another syrup to add color, as suggested by respondent 1.
Juan.L	If it is too sweet, reduce the amount of simple syrup.

Data source: Author (2025)

In Table 6, several responses and suggestions are included for the second trial of the Carda Fruit drink, namely that the color combination remains unattractive and that the taste remains too sweet.

Table 7. Respondents' Responses to the Third Carda Fruit Trial

Respondent	Color		Aroma		Taste	
	Likes	Dislikes	Likes	Tidak Suka	Likes	Dislikes
Respondent 1		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 2		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 4		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 5		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Data source: Author (2025)

From the trial results (see Table 4.5), several important points need to be noted: the color remains less attractive, the sweetness remains excessive, but all respondents liked the aroma.

Table 8. Respondents' Responses and Suggestions in the Third Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 12, 2025	3	5	Fany.T	The color is less appealing. Suggestion: Add Marjan syrup to make it more appealing.
			Praise.R	The taste is too sweet. Suggestion: Increase the amount of captikus and reduce the amount of simple syrup.
			Mikael.P	The flavor combination is good, but the captikus flavor remains underwhelming. Suggestion: Add more captikus to the drink.
			Kayli.L	The aroma is very appealing, but the color is still lacking. Suggestion: Respondent 1 should add Marjan syrup.
			Juan.L	It is too sweet, so it drowns out the captikus flavor. Suggestion: Add more captikus.

Data source: Author (2025)

Based on Table 8, respondents provided several suggestions and input regarding modified drinks. They added Marjan syrup to make the color more appealing, and added captikus to enhance the alcohol flavor.

Table 9. Respondents' Responses to the Fourth Card Fruit Trial

Respondent	Color		Aroma		Taste	
	Likes	Dislikes	Likes	Tidak Suka	Likes	Dislikes
Respondent 1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Respondent 3	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 4	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 5	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

Data source: Author (2025)

From the results of the fourth trial in Table 9, the taste was still too sweet, but all respondents liked the aroma and color.

Table 10. Respondents' Responses and Suggestions in the Fourth Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 13, 2025	4	5	Mikael.P	The color is good, but it is still too sweet. I suggest not using simple syrup.
			Praise.R	The taste is still too sweet. I suggest increasing the amount of capsicum and nutmeg juice.
			Kayli.L	The alcohol flavor is not noticeable. I suggest reducing the amount of simple syrup.
			Fany.T	Like other respondents, the taste is too sweet, so the alcohol and nutmeg juice are no longer noticeable.
			Juan.L	I suggest reducing the amount of simple syrup or eliminating it.

Data source: Author (2025)

In Table 10, the responses and suggestions included that the taste was too sweet, suggesting not to use simple syrup because the Marjan syrup used was already sweet. Therefore, the author will continue with further testing.

Table 11. Respondents' Responses to the Fifth Carda Fruit Trial

Respondent	Color		Aroma		Taste	
	Likes	Dislikes	Likes	Tidak Suka	Likes	Dislikes
Respondent 1	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 2	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 3	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 4	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Respondent 5	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

Data source: Author (2025)

In Table 11, the fifth trial, respondents liked the aroma, taste, and color of the modified drink.

Table 12. Respondents' Responses and Suggestions in the Fifth Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 13, 2025	5	5	Mikael. P	The taste is already good. Add garnishes to make it more attractive.
			Praise. R	This one is even better. Suggestion: Add garnishes, as suggested by respondent 1.
			Kayli. L	The color and taste are good.
			Fany. T	The aroma, color, and taste are good.
			Juan. L	The taste is good.

Data source: Author (2025)

The author used the results of the fifth trial interview to inform this study. Preparation stage: 5 minutes of preparation, 5 minutes of mixing time, shaking method, Old Fashioned glass.

Table 13. Results of the Fifth Trial

No	Ingredients	Quantity
1.	Capticus	30 ml
2.	Nutmeg juice	30 ml
3.	Marjan Syrup	15 ml
4.	Symple Syrup	5 ml
5.	Lime	3 ml

Data source: Author (2025)

The method of making it includes measuring 1 ml of nutmeg juice in a jigger, then pouring it into a shaker, then weighing 1 ml of captikus and pouring it into a shaker, weighing 1/5 ml of marjan syrup and pouring it into a shaker, weighing 5 ml of simple syrup and pouring it into a shaker, weighing 3 ml of lime and pouring it into a shaker, then if everything is mixed, shake it using a shaker, if so, pour the drink into a glass that has been provided to be served.

Table 12. Respondents' Responses and Suggestions in the Sixth Carda Fruit Trial

Date	Trial Date	Number of Respondents	Respondent Name	Responses and Suggestions
May 14, 2025	5	5	Mikael.P	It tastes good already
			Praise. R	This one is even better
			Kayli. L	The color is good, the taste is good
			Fany. T	The aroma, color, and taste are good
			Juan. L	The taste is good now

Data source: Author (2025)

In this study, the research team used an alcohol meter (alcohol meter) to ensure accuracy and precision, where the researchers used alcohol with an alcohol content of 45% as measured by the research team using a tool provided by the research team.



Figure 6. Instrument for measuring alcohol content

Data source: Author (2025)

Here is the amount of alcohol we used, which has been innovated into the "Carda Fruit" cocktail. Ingredients: 30 ml Captikus, 30 ml nutmeg juice, 15 ml Marjan syrup, 3 ml lime. Calculation: $30:78 \times 45\% = 17.04\%$. The alcohol content used is: 17.04%..

Table 4. Calculation of Cost of Goods Sold

No	Ingredients	UOM	Purchase unit		Recipe Qty	Cost
			Qty	Cost Price		
1	Traditional Captikus	BTL	320	Rp120.000	30ml	Rp11.250
2	Nutmeg Juice	Gram	600	Rp35.000	30ml	Rp1.750
3	Marjan Syrup	BTL	460	Rp18.000	15ml	Rp587
5.	Lime	Gram	30	Rp1.979	3 ml	Rp197
Total						Rp13.784

Data source: Author (2025)

From the cost price obtained by the research team, the research team determines the selling price, Profit with variable Cost of 100% as follows. First, Selling Price. Selling Price = Cost Price + Variable Cost = IDR13,784 + IDR13,784. Grand Total = IDR27,568. Tax = IDR5,456. Service = IDR5,456. Selling Price = IDR38,480. Second, Net Profit. Profit = Selling Price - (cost price + tax) = IDR38,480 - (IDR13,784 + IDR5,456) = IDR38,480 - IDR19,240 = IDR19,240. Third, Gross Profit. Profit = Selling Price - Cost Price - Tax = IDR38,480 - IDR13,784 - IDR5,456 = IDR19,240.

To identify a product for marketing, it requires an identity or packaging. Below is Carda Fruit's packaging, adjusted to the beverage volume considered, resulting in the final product.



Data source: Author (2025)

Marketing Strategy

According to Lukitaningsih (2013), marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others.. The production of this drink is related to the local beverage Cap Tikus and a mixture of nutmeg juice, second, price. Because the main ingredient in Carda Fruit drinks is Cap Tikus, price adjustments depend on the ingredients used. For example, if the price of Cap Tikus is dropping, the price adjustments will be made accordingly. This is one strategy to attract customers, but some selling prices cannot be increased if the price of goods rises.

Third, online media platforms. This promotion is carried out through posting on social

media platforms, such as Facebook, WhatsApp, Instagram, and TikTok. As the world becomes more sophisticated and more people use social media, people are becoming more aware of the Carda Fruit beverage products available and, fourth, of selling them yourself. This promotion involves bringing several beverage products for free testing so consumers can experience the taste firsthand. This is one way to promote the brand and gain exposure for Baconutcoffe.

The marketing strategy implemented is explained as follows: first, Advertising. Advertising for Carda Fruit beverage products tends to be digital, on Facebook, Instagram, TikTok, and WhatsApp stories. To sell products, among others: advertising on all platforms, for example, sharing WhatsApp stories to WhatsApp groups, by posting on Facebook and Facebook stories, creating a Carda Fruit Instagram account and advertising on that account, and creating content related to Carda Fruit to attract consumer interest.

Second, Personal Selling. Researchers can conduct personal selling. The most common method is for consumers to call or text the researcher to ask questions. In Personal Selling, the product can be tailored to the needs of potential consumers by offering it directly to friends. Third, Public Relations. This is usually done through the media, which reviews the taste of Carda Fruit products and then publishes its comments on the platform. Ask friends for feedback on the product and post it on the platform. Provide testimonials to consumers. Fourth, direct marketing. Using telephone lines, text messages, or social media. The goal is to convey promotions, special offers, or product information directly to consumers. Sending text messages to consumers about the product and providing promotions.

According to Syahputri & Aslami (2021), information and communication are the link between producers and consumers. Consumers can obtain product information from social media, and vice versa. Producers can meet consumers' information needs through social media. Promotion through TikTok is a popular platform for watching anything and everyone. TikTok also offers numerous benefits, from creating dance videos to promoting products by making them as engaging as possible and sharing them through ads, thereby attracting the attention of consumers who see them.

Conclusion

Based on the results of the study on "Innovation of Carda Fruit Cocktail Drinks Made from Cap Tikus", it can be concluded as follows. The innovation of cocktail drinks based on Cap Tikus carried out through experimental methods succeeded in creating a new product that lovers of traditional Cap Tikus drinks well received. The trial results showed that respondents responded positively to the color, taste, and aroma of the modified drink. Using social media platforms such as Instagram, WhatsApp, Facebook, and TikTok is a practical way to introduce products to a broader target market. It is recommended that the industry open more opportunities for Cap Tikus drinks, including new variants, to enrich the range and maintain traditional drinks. For institutions to provide more support to all students in developing ideas and innovations, both in terms of facilities and infrastructure. For the research team to further increase creativity in modifying traditional Cap Tikus drinks. It is necessary to conduct a more in-depth market analysis to understand customer needs and preferences.

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