

## Edible Mock Up Roast Chicken Spread: Food Stylist Response and Sensory Quality

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### Abstract

The study aimed to analyze the effect of edible mock-up grilled chicken coating formulations on the responses of professional food stylists and sensory quality. The research was conducted at the Pastry Bakery Processing Laboratory, Culinary Education Study Program, Universitas Negeri Jakarta, from June 2024 to January 2025. An experimental method was employed, using mock-up grilled chicken coating samples with sweet soy sauce and tomato sauce ratios of 1:1, 1:2, and 2:1. The paired comparison test results indicated significant differences among the three formulations. Sensory quality analysis showed that the coatings significantly affected color (after roasting), gloss, chicken shape, coating color, viscosity, and adhesion, while no significant effects were detected for color uniformity and roasting uniformity. Based on these findings, the 1:2 ratio of sweet soy sauce to tomato sauce is recommended for the preparation of edible mock-up roast chicken.

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## 1. INTRODUCTION

Food photography is a technique for capturing food images with the aim of presenting more attractive and appetizing visuals. In the culinary industry, such as food producers, restaurants, and cafes, food photography is a crucial requirement to support product promotion and marketing (Erwin, Kamaluddin & Andi, 2020). Players and observers in the food and beverage industry have understood the underlying technology behind this phenomenon, and this technology is known as the art of photography. The food and beverage industry uses attractive product promotions to help them survive market conditions and maintain product growth (Saritas Adile, 2023). To achieve this goal, knowledge is required of *food styling* to be applied to the product *mock up* as a technique used in the process of creating food visuals in photography.

*Food stylist* responsible for creating visual representations of food and dishes featured in a variety of media, including magazines, cookbooks, advertisements, food packaging, television commercials, and sometimes feature films. Utilizing behind-the-scenes techniques and culinary skills, a food stylist is responsible for presenting food in a visually appealing, appetizing, and easy-to-prepare manner. *Food stylist* integrating creative perspective, expertise in food preparation, and artistic interpretation of written instructions in recipes to produce aesthetic and enticing images in food photography (Lou Manna, 2005). Professional *Food stylist* by using *mock up* products techniques to enhance visual quality and produce photogenic photos. *Mock up* techniques. The product is used for commercial purposes such as making advertisements, restaurant menus, books, magazines, posters, etc. The use of *mock up* techniques, the resulting product can be more easily made

to be more attractive and adapted to the desired product concept. The type of product made using this *mock up* technique in this study is *mock up* grilled chicken.

The grilled chicken glaze is made from 2 tablespoons of oil, 1 teaspoon of hoisin sauce, 1 teaspoon of *Bitters of Angostura*, and  $\frac{1}{4}$  dishwashing liquid. The resulting glaze can be adjusted to suit your needs; a browner color can be achieved by adding hoisin sauce, and a redder color can be achieved by adding more Angostura Bitters or a little red food coloring (Linda Bellingam, 2008). Using mixed ingredients for the glaze of Roast chicken *mock up* does not use entirely edible ingredients. This can be found in the culinary industry, specifically *food photography*. Some non-edible ingredients have specific properties and characteristics required to be used as spreads. Examples of non-edible ingredients include dish soap, which is used as a spread mixture to create a glossy finish. Chemical-based adhesives and liquids are used to create an aesthetic appearance, and there is no further principle that results in food being wasted due to inedibility (Sharon, 2021).

In the professional food styling industry, food stylists employ a variety of creative techniques to enhance the visual presentation of dishes, including the use of chemical-based adhesives and sprays to create aesthetically pleasing and appetizing displays. It's crucial to emphasize sustainability by avoiding food waste (Sharon, 2021).

This research will create an edible spread formula for a mock-up of roasted chicken using edible ingredients, namely tomato sauce and sweet soy sauce. Sweet soy sauce and tomato sauce are easily found in everyday life and have a low selling price. The use of sweet soy sauce and tomato sauce is expected to create a more optimal effect on the mock-up of roasted chicken. According to Michaela Sue Blanchard (2020), the spread is made from brown sauce, dish soap, and honey, to be spread on the chicken. Honey can give the chicken a golden color, then add *rosemary* dry and then apply the coating as a second layer.

## 2. METHODS AND MATERIALS

### 2.1 Method

This research was conducted at Jakarta State University in April 2025. The subjects in this research were *food stylist* and culinary arts students from Jakarta State University. The research sample consisted of 12 professionals of *food stylist* and 15 Culinary Arts and Food Service Management students. This research used a quantitative approach. Furthermore, the method used was an experiment, formulating an *edible* spread Chicken *mock up* with a ratio of sweet soy sauce and tomato sauce. Paired difference tests were conducted on professional food *stylist* to state whether there is a real difference or not in the spread formula made, while the organoleptic test was carried out by Culinary Arts and Food Service Management students to assess the aspects of color (after grilling), shine, chicken shape, color distribution, grilling distribution, color of the spread, viscosity, and ease of attachment. According to Alifatqul Maulana (2021), the process of making a spread formula is a description of the stages carried out to produce a quality spread formula for application to products of *mock up* Roast chicken. The manufacturing process can be divided into several stages: selecting tools and ingredients, weighing ingredients, mixing ingredients, and applying the glaze, as follows:

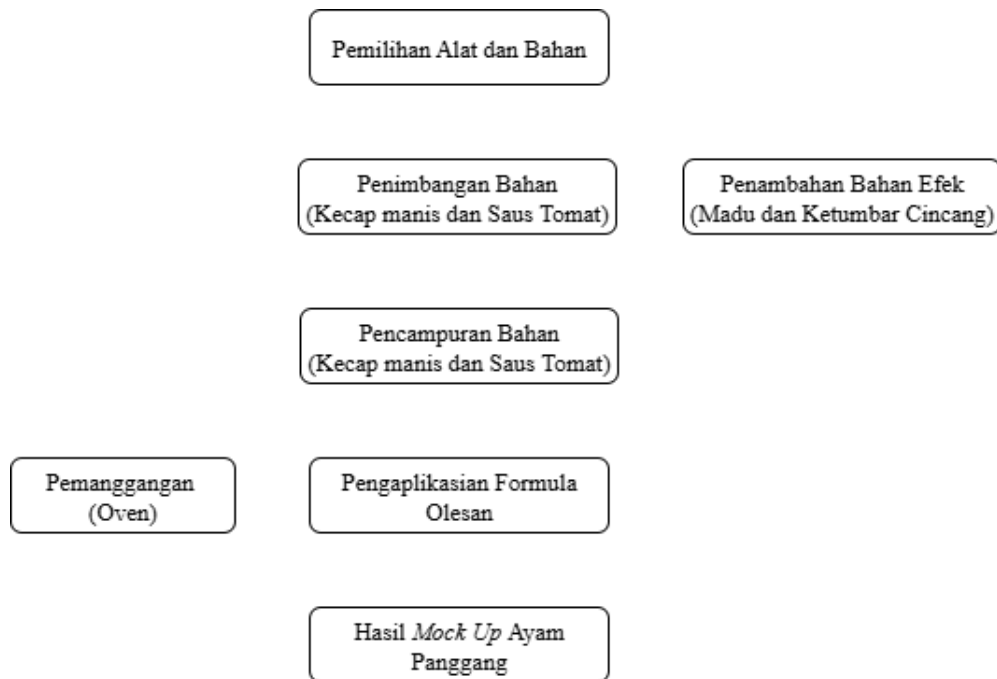


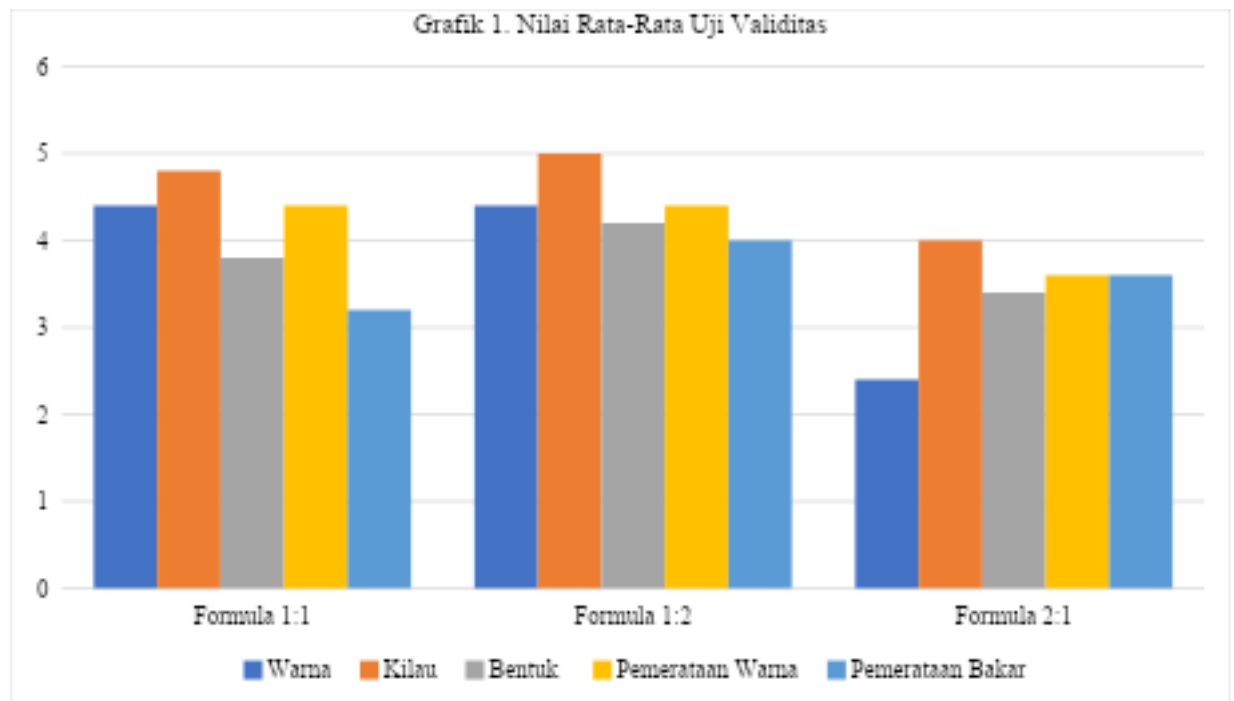
Figure 1. Workflow Graphics

## 2.2 Data Collection Techniques

Pair discrimination testing was conducted involving 12 expert panelists of *professional food stylists* and *food photographers* who provide assessments based on their experience. Each product sample was presented with three random codes without any real identifiers, and panelists were asked to rate the differences between the standard and treatment formulas. For sensory quality testing, organoleptic tests were conducted on 15 semi-trained panelists, namely Culinary Arts students taking culinary arts courses. Assessments used a scale of 1 to 5 for aspects of color, shine, chicken shape, color distribution, and even grilling, with samples also randomly coded to maintain objectivity.

### Validity Test

The assessment instrument used was a Validity Test Form, which assessed aspects of color, shine, shape, color distribution, and burn rate. A trial was then conducted with a limited number of five panelists to determine the validity of the spread *edible mock up* roast chicken formula with control formula. Before the basting *edible mock up* formula roast chicken was used during the research, a panelist response survey was conducted by *expert* to determine the assessment aspects required for the results of



*mock up* grilled chicken.

### 2.3 Data Analysis Techniques

Paired discrimination was performed using two product samples, so the probability of choosing either form was 0.5. All panelists' assessments were then collected and tabulated. The assessment results were compared with the critical value in the binomial distribution table to determine whether there were significant differences between the tested samples. The data analysis used to examine the sensory quality of the spread formulas was the Kruskal-Wallis test. This test is applied to test hypotheses on independent samples when the data obtained is ordinal (ranked). A further test used to identify the group with the best sample was the Tukey test. This test was conducted to compare spread formulas containing a ratio of sweet soy sauce and tomato sauce.

## 3. RESULTS

### 3.1 Paired Difference Test

Testing the difference between the spread formula pairs of *edible mock up* with the ratio of sweet soy sauce and tomato sauce for the number of 12 panelists is 10 people at the 5% level, 11 people at the 1% level, and 12 people at the 0.1% level. Based on the tests that have been carried out, it can be described as follows:

#### 1) Formula Pair Difference Test 1:1 vs 1:2

Table 1. Difference Test of Formula Pairs 1:1 with 1:2

Panel	Formula 1:1 vs 2:1
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	Color	Luster	Color Equalization
P 1	1	1	1
P 2	1	1	1
P 3	1	1	1
P 4	1	1	0
P 5	1	1	0
P 6	1	0	1
P 7	1	1	0
P 8	1	1	1
P 9	1	1	1
P1 0	0	0	1
P 11	1	0	0
P 12	1	1	1
<b>Amount</b>	<b>11</b>	<b>10</b>	<b>8</b>

The 1:1 and 1:2 ratio formulas showed a significant difference at the 1% level in color (after baking) and a significant difference at the 5% level in gloss. However, there was insufficient evidence to state that there was a difference in color distribution between the 1:1 and 1:2 formulas at the 5% level.

## 2) Formula Pair Difference Test 1:1 vs 2:1

Table 2. Difference Test of Formula Pairs 1:1 with 2:1

Panel	Formula 1:1 vs 2:1		
	Color	Luster	Color Equalization
P 1	1	1	1
P 2	1	1	1
P 3	1	1	1
P 4	1	1	0
P 5	1	1	0
P 6	1	0	1
P 7	1	1	0
P 8	1	1	1
P 9	1	1	1
P1 0	0	0	1
P 11	1	0	0
P 12	1	1	1
<b>Amount</b>	<b>11</b>	<b>10</b>	<b>8</b>

The results of the differentiation test on the comparison of formulas 1:1 and 2:1 showed a significant difference at the 1% level in the color aspect (after baking) and a significant difference at the 5% level in the gloss aspect. In the aspect of color evenness, there was insufficient evidence to state a difference between formulas 1:1 and 2:1 at the 5% level.

## 3) Formula Pair Difference Test 1:2 vs 2:1

Table 3. Difference Test of Formula Pairs 1:2 with 2:1

Panel	Formula 1:2 vs 2:1		
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	Color	Luster	Color Equalization
P 1	1	1	1
P 2	1	1	1
P 3	1	1	1
P 4	1	1	0
P 5	1	1	0
P 6	1	1	1
P 7	0	1	0
P 8	1	1	1
P 9	1	1	1
P1 0	1	1	1
P 11	1	1	0
P 12	1	1	1
<b>Amount</b>	<b>11</b>	<b>12</b>	<b>8</b>

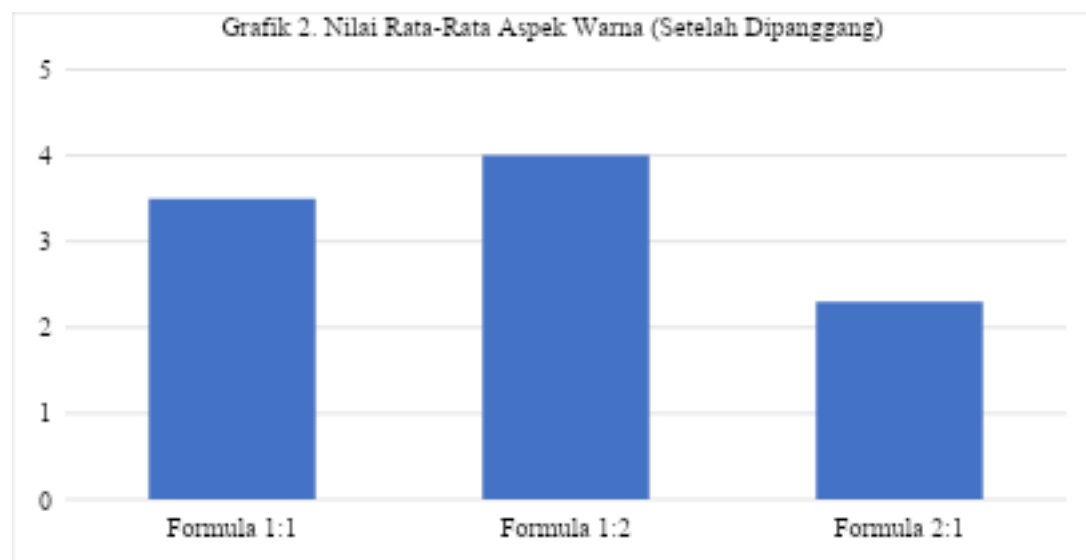
In the comparison formula of formula 1:2 with 2:1, it shows a significant difference at the 1% level in the color aspect (after baking) and a significant difference at the 0.1% level in the gloss aspect. There is insufficient evidence to state that there is a difference in the color distribution of formula 1:2 with 2:1 at the 5% level.

### 3.2 Sensory Quality Test

#### *Organoleptic Test*

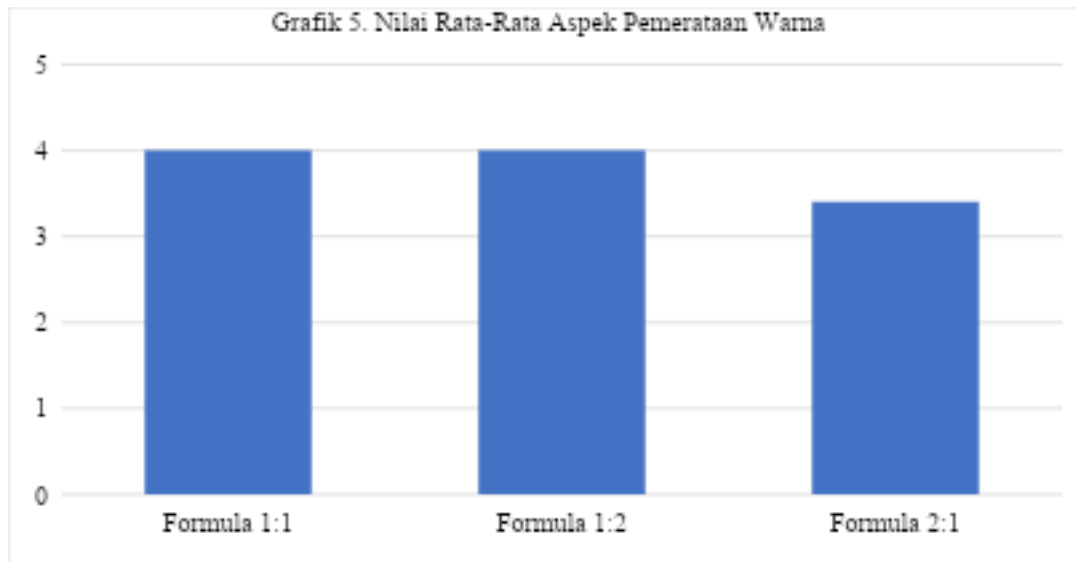
##### 1) Color Aspect (After Baking)

The calculation results show that the 1:2 ratio formula has an average value of 4, which is close to reddish brown. The 1:1 ratio formula has an average value of 3.5,

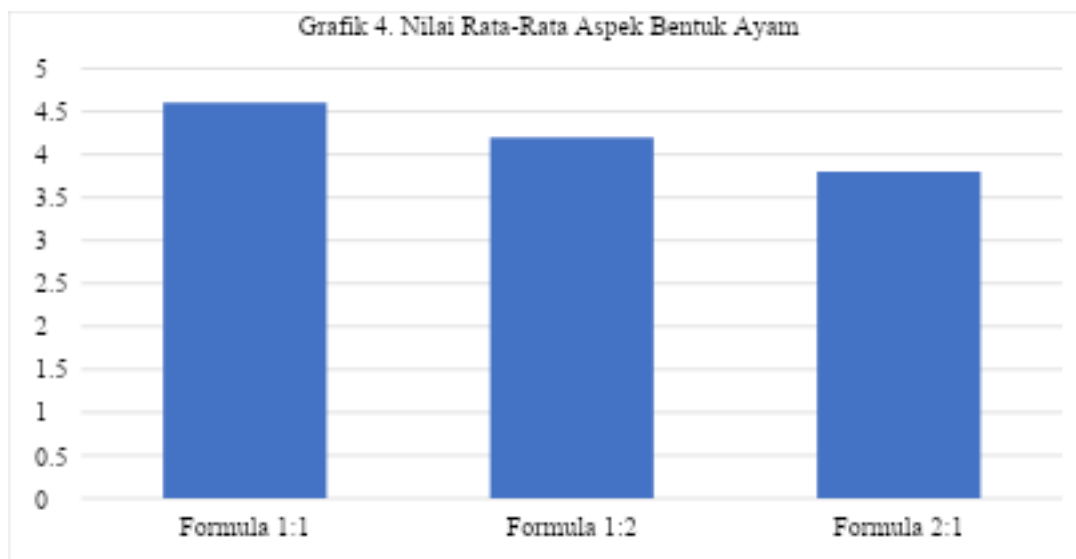


which is closer to the reddish brown category. The 2:1 ratio formula has an average value of 2.3, which is closer to the blackish brown category.

##### 2) Lustrous Aspect



Tests showed that the 1:2 ratio formula had an average value of 4, approaching the gloss category. The 1:1 ratio formula had an average value of 3.9, closer to the gloss category. The 2:1 ratio formula had an average value of 3.1, closer to the slightly glossy category.



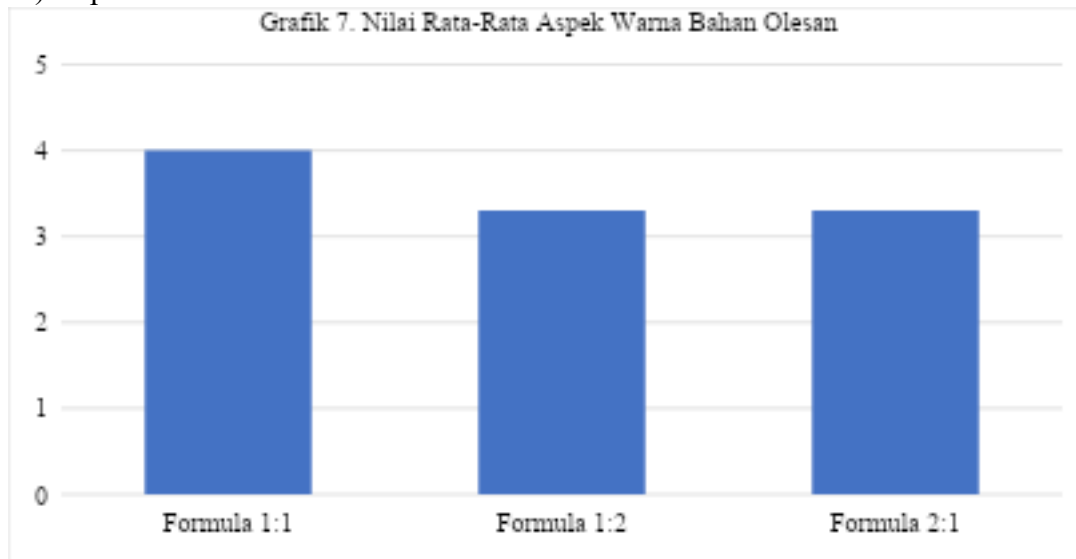
### 3) Aspects of Chicken Form

The calculations in the table above show that the 1:1 ratio formula has an average value of 4.6. The results for this sample are close to the category of closely resembling real chicken. The 1:2 ratio formula has an average value of 3.2, which is closer to the category of closely resembling real chicken. The average value for the 2:1 ratio formula is 3.8, which is closer to the category of closely resembling real chicken.

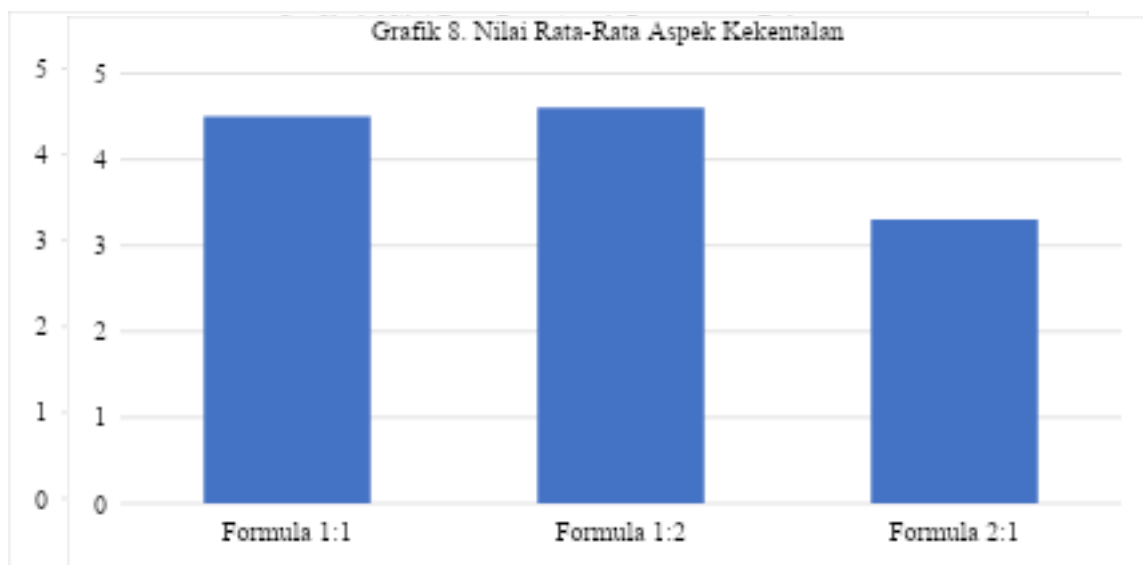
### 4) Color Equalization Aspect

The calculation results show that the 1:1 ratio formula has an average value of 4, which is close to the even color category. The 1:2 ratio formula has an average value of 4, which is closer to the even color category. Meanwhile, the average value of the 2:1 ratio formula is 3.4, which is closer to the somewhat even color category.

## 5) Aspect of Even Distribution of Fuel



The organoleptic test results showed that the 1:2 ratio formula had an average value of 3.9, which is close to the even burn effect category. The 1:1 ratio formula had an average value of 3.5, which is closer to the somewhat even burn effect category. Meanwhile, the 2:1 ratio formula had an average value of 3.3, which is closer to the somewhat even burn effect category.



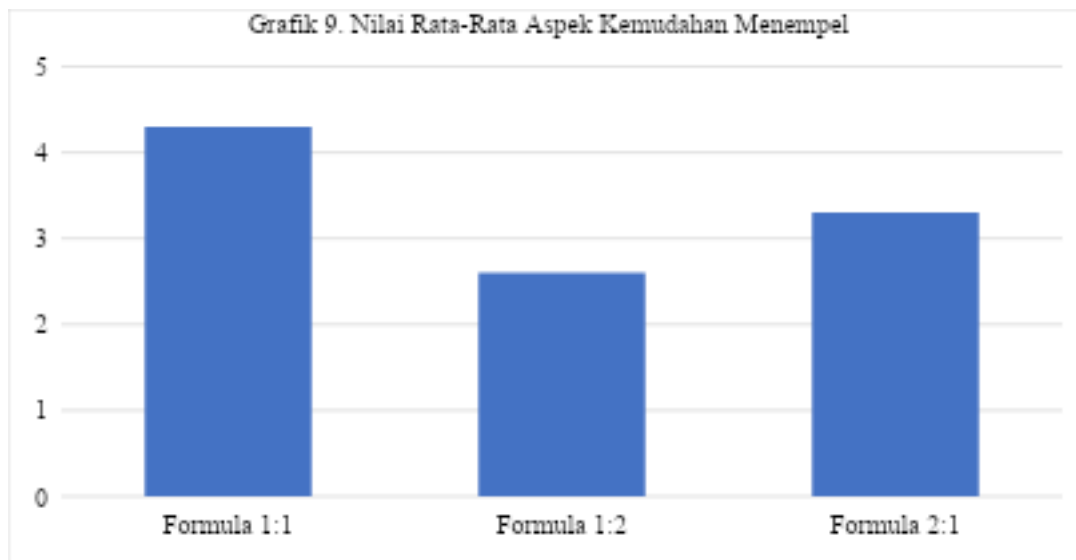
## 6) Color Aspect of Coating Material

Tests showed that the 2:1 ratio formula had an average value of 4.7, approaching the very dark brown category. The 1:1 ratio formula had an average value of 4, closer to the dark brown category. The 1:2 ratio formula had an average value of 3.3, closer to the slightly dark brown category.

## 7) Viscosity Aspect

The description shows that the 1:2 ratio formula had an average value of 4.6, which is close to the very thick category. The 1:1 ratio formula had an average value of 4.5,





which is closer to the thick category. The 2:1 ratio formula had an average value of 3.8, which is closer to the thick category.

#### 8) Ease of Attachment Aspect

The test results show that the 1:1 ratio formula has an average value of 4.3, which is close to the easy-to-stick category. The 2:1 ratio formula has an average value of 3.8, which is closer to the easy-to-stick category. The 1:2 ratio formula has an average value of 2.6, which is closer to the somewhat easy-to-stick category.

### Hypothesis Testing

#### A. Kruskal Wallis Test

Table 12. Results of the Kruskal Wallis Hypothesis Test

Testing Aspects	x count	x table	Conclusion
Color (After Baking)	15,32	5,99	X count > X table, then H0 is rejected and H1 is accepted
Luster	8,83	5,99	X count > X table, then H0 is rejected and H1 is accepted
Chicken shape	6,25	5,99	X count > X table, then H0 is rejected and H1 is accepted
Color Equalization	3,20	5,99	X count > X table, then H0 is accepted and H1 is rejected
Even Distribution of Fuel	4,04	5,99	X count > X table, then H0 is accepted and H1 is rejected
Coating Color	24,75	5,99	X count > X table, then H0 is rejected and H1 is accepted
Viscosity	17,16	5,99	X count > X table, then H0 is rejected and H1 is accepted

Ease of Attaching	21,99	5,99	X count > X table, then H0 is rejected and H1 is accepted
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### B. Tuckeys' Advanced Test

Based on the results of the hypothesis test above, it shows that in the aspects of color (after baking), shine, chicken shape, color of the spread, viscosity, and ease of sticking there is an influence of the ratio of sweet soy sauce and tomato sauce so it is necessary to continue with a multiple comparison with the Tuckey's test with the formula code 1: 1 to F1, formula 1: 2 to F2, and formula 2: 1 to F3. The results of the Tuckey's test are described as follows:

#### 1) Further Test of Color Aspect (After Baking)

Based on the results of the comparative analysis between treatments, it is known that the difference in value between F1 and F2 is 0.27, which is smaller than the critical limit of 0.375, so it is stated that there is no significant difference. In contrast, the difference between F1 and F3 is 1.4 and between F2 and F3 is 1.67, both exceeding the critical limit of 0.375, so that both pairs show a statistically significant difference. Thus, only F1 and F2 do not show a significant difference, while F1 vs. F3 and F2 vs. F3 show a significant difference in the parameters tested.

#### 2) Advanced Test of Luster Aspect

The results of the Tuckey's test comparing between treatments, the difference in value between F1 and F2 of 0.07 which is greater than the critical limit of 0.280 indicates a statistically significant difference between the two treatments. Similarly, the difference between F1 and F3 of 0.8 and between F2 and F3 of 0.87, both also exceed the critical limit of 0.280, so that both pairs also show significant differences. Thus, the three treatment comparisons (F1 vs F2, F1 vs F3, and F2 vs F3) show significant differences in the parameters tested, which indicates that each treatment provides significantly different results.

#### 3) Further Testing of Chicken Shape Aspects

The results of the comparative analysis between treatments, the difference in value between F1 and F2 of 0.33 which is greater than the critical value of 0.281 indicates a statistically significant difference between the two treatments. Furthermore, the difference between F1 and F3 of 0.8 and between F2 and F3 of 0.47, both also exceed the critical value of 0.281, so that the two treatment pairs also show significant differences. Thus, the three treatment comparisons (F1 vs F2, F1 vs F3, and F2 vs F3) show significant differences in the parameters tested, which indicates that each treatment provides significantly different results.

#### 4) Further Testing of the Color Aspect of the Coating Material

Based on the results of the comparative analysis between treatments, the difference in value between F1 and F2 of 0.67 which exceeds the critical value of 0.197 indicates a statistically significant difference between the two treatments. The difference between F1 and F3 of 0.73 and between F2 and F3 of 1.4, both of which are also greater than the critical value of 0.197, so that the two treatment pairs also show significant differences. Thus, the three treatment comparisons (F1 vs F2, F1 vs F3, and F2 vs F3) show significant differences in the parameters tested, indicating that each treatment produces significantly different results.

#### 5) Advanced Test of Viscosity Aspects

Based on the results of the comparative analysis between treatments, the difference in value between F1 and F2 of 0.20 which is greater than the critical

value of 0.173 indicates a statistically significant difference between the two treatments. The difference between F1 and F3 of 0.67 and between F2 and F3 of 0.87, both also exceed the critical value of 0.173, so that the two treatment pairs also show significant differences. Thus, the three treatment comparisons (F1 vs F2, F1 vs F3, and F2 vs F3) show significant differences in the parameters tested, indicating that each treatment provides significantly different results.

6) Further Test of Ease of Attachment Aspect

Based on the results of the comparative analysis between treatments, the difference in value between F1 and F2 of 1.6 which is greater than the critical value of 0.243 indicates a statistically significant difference between the two treatments. The difference between F1 and F3 of 0.47 and between F2 and F3 of 1.13, both also exceed the critical value of 0.243, so that the two treatment pairs also show significant differences. Thus, the three treatment comparisons (F1 vs F2, F1 vs F3, and F2 vs F3) show significant differences in the parameters tested, indicating that each treatment provides significantly different results.

### 3.3 Discussion

In the test of different pairs of spread formulas with a ratio of 1:1 to 1:2 sweet soy sauce and tomato sauce, it was shown that the color and shine aspects were significantly different. The 1:1 ratio formula was significantly different from 1:2 at the 1% level in the color aspect, significantly different at the 5% level in the shine aspect, and no difference was detected at the 5% level in the color evenness aspect. This shows that the spread formulas with a ratio of 1:1 and 1:2 were proven to be significantly different.

Testing the spread formula pair of sweet soy sauce and tomato sauce ratio of 1:1 and 2:1 showed that the color and shine aspects were significantly different. The 1:1 ratio formula was significantly different from 2:1 at the 1% level in the color aspect, significantly different at the 1% level in the shine aspect, and no difference was detected at the 5% level for the color evenness aspect. The test results showed that the spread formula ratio of 1:1 and 2:1 was proven to be significantly different.

The results of the paired difference test on the spread formula of sweet soy sauce and tomato sauce ratio of 1:2 and 2:1 showed that the color and shine aspects were significantly different. The 1:2 ratio formula was significantly different from 2:1 at the 1% level in the color aspect, significantly different at the 0.1% level in the shine aspect, and no difference was detected at the 5% level. It can be concluded that the spread formula of the 1:2 and 2:1 ratio was significantly different.

The results of the sensory quality hypothesis test using the Kruskal-Wallis test with a significance level ( $\alpha$ ) of -0.05 showed that there was an influence on the spread *edible mock up* formula grilled chicken with a sweet soy sauce ratio of 1:1, 1:2, and 2:1 in terms of color, shine, shape, color of the spread, and thickness.

In terms of color, the results of the hypothesis test showed an effect on the three coating formulas. A non-enzymatic browning reaction (Maillard reaction) occurred, resulting in a uniform golden brown color on the chicken surface. This golden brown color is visually identified as the ideal color for roasted chicken (Felix Rabeler, Lercke Jacob, & Hailu Aberham, 2019). The combination of sweet soy sauce and tomato sauce did not dominate each other, resulting in a general brown color for the roasted chicken.

The results of the gloss hypothesis showed that all three treatments had a significant effect. Roast chicken coated with honey had a glossy and moist surface appearance compared to chicken not treated with honey. The honey coating can enhance the golden color and attractiveness. Honey is used as an alternative to display a glossy effect on the final result of roast chicken, so that the glossy effect is obtained more optimally.

Hypothesis analysis on the form aspect shows that there is a significant influence between the three spread formulas of *mock up* Roast chicken requires special treatment, the chicken needs to be steamed after being brushed with a basting formula of Roast chicken *Mock up* cannot be kept at room temperature for too long because it will cause blue discoloration in some parts of the chicken and the chicken used for making Roast chicken *mock up* is chicken that has fine fibers and veins that do not stick out to maximize the final result (Larasati and Ulung, 2013).

The results of the color evenness aspect hypothesis show that the three spread formulas do not have a significant influence, which is proven by the acceptance of H<sub>0</sub>. The principle of shape and color in *mock up* Roasting time affects the quality of roasted chicken; roasting the chicken until the surface is browned, not burnt, and dry. The resulting texture will likely be undercooked on the inside, but the resulting color will be maximized (Larasati and Ulung, 2013).

In terms of the evenness of the burn, it was shown that there was no significant difference in the three spread formulas, this was proven by the acceptance of H<sub>0</sub>. The evenness of the burn in the study was made as a burn effect for roast chicken with the same technique, namely using a torch gun to the outer surface of the chicken.

The analysis of the color aspect of the rub showed an influence between the three rub formulas. The rub on the outer surface of the roast chicken used a brown sauce to create a golden brown color and added dried spices for visual purposes (Linda Bellingham, 2008). Sweet soy sauce made the rub brown, while tomato sauce served to lighten the resulting brown color.

The viscosity analysis results showed a significant effect on the three comparative spread formulas analyzed. Thick tomato sauce is a high-viscosity product with discontinuous flow characteristics, but it can still flow out of the bottle when pressure is applied. Using a high concentration of tomato sauce can produce a thick spread formula.

Hypothetical analysis of the adherence aspect revealed significant differences between the three spread formulas. This adherence aspect was influenced by the type of spread used and the ratios used. A high concentration of tomato sauce made the spread more difficult to adhere and spread evenly on the grilled chicken.

#### 4. CONCLUSION

Referring to the results of research that has been conducted on the influence of the formulation of the spreadable *mock up* roast chicken to professional response of *food stylist* and sensory quality with a ratio of sweet soy sauce and tomato sauce of 1:1, 1:2, and 2:1, the best formulation was found to be a ratio of sweet soy sauce and tomato sauce of 1:2. In this treatment, the tomato sauce used in the largest amount because it can produce better results such as in aspects of color, shine, and color of the spread. Spread formula of *edible mock up* with a ratio of sweet soy sauce and tomato sauce of 1:2, it is suitable for use in products of *mock up* roast chicken because the end result tends to be preferred.

Based on the results of the difference test conducted on professionals, *food stylists* show that there is an influence on the three spread formulas with a ratio of sweet soy sauce and tomato sauce of 1:1, 1:2, and 2:1.

Results of the difference test for couples conducted by professionals of *food stylists* tend to prefer a 1:2 ratio formula. Results of sensory quality tests of the formula of *edible* Grilled chicken *mock up* with a sweet soy sauce and tomato sauce ratio of 1:1, 1:2, and 2:1 showed an effect on six aspects including color (after grilling), shine, chicken shape, color of the spread, thickness, and ease of sticking.

## 5. ACKNOWLEDGEMENT

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