

PAPER

Potato, Cheese, and Chicken-Based Chik'N Melt Snack Innovation

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ABSTRACT

The changing lifestyle of the urban community has led to an increase in the need for snacks that are practical, visually appealing, and have a different taste experience. Chik'N Melt was developed as a quality potato layer-based snack innovation with a milky lumper cheese filling and abundant chicken topping. This product offers a combination of crunchy, soft, and creamy texture with a savory-creamy taste that is easily accepted by young consumers. The development method uses a descriptive-qualitative approach to the culinary category through literature studies, competitor observation, recipe planning, Business Model Canvas mapping, and Design Thinking to formulate product value, production flow, and packaging visual design. The planning results show that Chik'N Melt has a strong value proposition through the combination of familiar ingredients, the sensation of melty cheese, abundant chicken toppings, and the slogan "Tasty Potatoes, Melting Cheese, Plenty of Chicken One Bite Directly Addictive!" This product has the potential to be marketed through the pre-order system, campus stalls, culinary bazaars, and social media. The expected impact includes an increase in the choice of creative local snacks, student business opportunities, and the formation of a culinary brand that can be developed through sensory testing, recipe standardization, and strengthening food safety.

KEYWORDS

Culinary Innovation; Chik'N Melt; Potato Snacks; Melted Cheese; Digital Marketing

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1. INTRODUCTION

The micro and small scale culinary industry continues to grow because food is not only seen as fulfilling needs, but also as a product of experience. Young consumers tend to choose snacks that are easy to buy, easy to share through social media, have an attractive appearance, and give a different taste and texture sensation. In the context of snacks, research on consumer preferences shows that taste is an important attribute, while a practical form of serving and easy-to-carry packaging can strengthen buying interest [1]. The study on the idea of texture in snacks also confirmed that the character of crunchy, broken, and texture sensation when chewed can be used as a basis for the development of new product concepts [2]. Thus, snack innovation is not enough to just add a new taste, but needs to present a dining experience that consumers can remember.

Potato-based snacks have a strategic position because potatoes are easy to combine with other ingredients, can produce a soft and crunchy texture, and are widely known by consumers. Potato-based products can also be developed in various modern culinary forms, including fast food, bazaar snacks, frozen products, and ready-to-eat snacks. On the other hand, the use of cheese and chicken as additional elements provides an opportunity to create a perception of a more premium product, filling, and suitable as comfort food. The literature on the development of snacks with breadings, poultry products, and cheese shows that the combination of main ingredients, coating, and heat treatment play an important role in the stability of shape, heat loss, and texture quality of the product [3]. Meanwhile, research on milk-based snack products emphasizes that snacks need to consider taste, practicality, and quality perception in order to be more easily accepted by the market [4].

The current state of the culinary market is also influenced by the role of social media. Food products that have an attractive look, are easy to photograph, and have a strong brand story have a greater chance of being promoted through Instagram, TikTok, WhatsApp, and other digital platforms. Culinary research shows that social media can influence consumer buying interest and recommendations, especially when product content looks attractive and trustworthy [14]. Endorsements and online promotions have also been proven to be positively related to purchase interest in UMKM culinary businesses [15]. Therefore, new products need to be planned from the beginning not only from the taste side, but also from the visual side, slogans, packaging, and marketing narrative.

Chik'N Melt comes as a snack innovation that combines a layer of quality potatoes, a milky lumper cheese filling, and an abundant chicken topping. This product carries the tagline "Tasty Potatoes, Lumpy Cheese, Spicy Chicken—One Bite Directly Addictive!" The tagline emphasizes the product's three main values, namely the savouriness of potatoes, the

sensation of melted cheese, and the abundance of chicken toppings. This combination is positioned to answer the consumer's need for practical, textured, creamy, savory snacks, and suitable for consumption when relaxing, gathering with friends, or as a snack throughout the day.

The gap that this innovation wants to answer is that there are still many potato snacks that only highlight the salty or spicy taste without giving the experience of filling and toppings that feel full. On the other hand, some lumer cheese products tend not to feature the main ingredients that are quite familiar and filling. Chik'N Melt tries to fill the gap by creating a product that is familiar through potatoes, interesting through lumpur cheese, and fuller through chicken topping. This approach is in line with the findings that familiarity, crispness, and reasonable price are important considerations for snack consumers [5], as well as special taste, ease of obtaining products, and price are factors that influence comfort food preferences [6].

The purpose of writing this article is to explain the development process of the Chik'N Melt product concept, starting from situation analysis, initial data collection methods for the culinary category, production process plans, visual design, to business model mapping and marketing strategy. This article also discusses the potential impact of the product for consumers and businesses, as well as providing development recommendations through sensory testing, recipe standardization, food safety, and digital marketing.

2. METHOD

2.1 Product Development Approach

The method used is the development of culinary products with a descriptive-qualitative approach. This approach was chosen due to the main data available in the form of product concepts, ingredient descriptions, value propositions, and consumption experience plans. Development is carried out through four main stages, namely the identification of market needs, product concept planning, preparation of the production process, and evaluation planning. At the level of identifying market needs, the team examines modern snack trends, the character of competing products, as well as consumer preferences for taste, texture, price, visuals, and ease of purchase. The product concept planning stage is done by formulating the main ingredients, taste composition, slogan, target consumers, as well as the uniqueness that distinguishes Chik'N Melt from existing potato or chicken snacks. The organization level of the production process emphasizes work sequence, material cleanliness, texture stability, and presentation consistency. The evaluation stage is designed to gather prospective customer feedback through simple taste tests, short interviews, and sensory evaluation forms in the next development.

2.2 Data Collection Method for Culinary Category

For the Culinary category, data collection is done through literature studies and early competitor observation. The literature study was used to obtain a basis on consumer preferences for snacks, texture innovation, the influence of packaging, digital marketing strategies, and principles of food sanitation hygiene. Early competitor observation was done by comparing Chik'N Melt to a group of similar products, such as fried potato snacks, cheese potato balls, crispy chicken snacks, and lumpur cheese snacks sold at UMKM stalls, bazaars, campus canteens, and social media. Aspects observed include main ingredients, taste uniqueness, texture, price, packaging, portion, product photo display, and sales channel.

Additionally, this article compiles a prospective customer survey plan for the next stage of validation. Suggested survey instruments include a 1–5 rating scale for potato taste, level of cheese melt, abundance of chicken, crispiness of the outer layer, portion size, perceived reasonable price, attractiveness of packaging, and likelihood of repeat purchase. A short interview is also recommended to potential customers to understand the reasons they are interested or less interested in the product. Because numerical data of the actual consumer test results on the initial information provided is not yet available, the discussion of the results in this article is focused on the results of product planning, business mapping, and potential impact analysis that need to be further validated.

Table 1. Initial Data Collection Plan for Chik'N Melt Products

Method	Purpose	Observed Indicators	Output
Competitor observation	Comparing Chik'N Melt's position with similar snacks	Main ingredients, taste, price, packaging, portion, sales channel	Product differentiation map
Literary studies	Strengthen the scientific basis of product development	Snack preference, texture, packaging, digital marketing, food hygiene	Theoretical foundations and references
Prospective customer survey	Measuring initial market acceptance	Taste, texture, thickness, topping, price, packaging, repeat purchase intention	Consumer validation data
Short interview	Dig into the reasons for consumer preferences	Comment on taste, portion size, ease of eating, and promotions	Input recipe improvements and marketing

2.3 Product Manufacturing Process

The manufacturing process of Chik'N Melt starts from the preparation of ingredients, namely potatoes, cheese, milk, chicken, basic spices, coating materials, cooking oil, and packaging materials. Potatoes are chosen as the main layer because they are able to provide a savory taste and familiar texture on the consumer's tongue. Potatoes are washed clean, peeled, cut, then steamed or boiled until soft. After that, the potatoes are mashed and mixed with basic spices so that the taste of the outer layer is not bland. If necessary, a little flour can be added to help the formation of the dough, but the amount should be maintained so that the potato texture remains dominant.

Lumer cheese filling is made from cheese mixed with milk to create a creamy and slightly sweet sensation. This mixture needs to be heated at a low temperature while stirring until combined, then cooled to make it easier to add to the potato dough. Chicken topping is made from boiled or sautéed chicken with savory spices, then shredded or chopped to the desired size. Chicken must be cooked to perfection to maintain food safety. After all the components are ready, the potato dough is formed, given a cheese-milk filling, coated again, then cooked until the outside is attractively colored and the texture is crispy. Chicken toppings are added at the serving level to make the look more tempting and the portions feel abundant.

The principles of sanitary hygiene are applied at all levels of production. Equipment must be washed clean, food must be stored in a closed place, workers must keep their hands clean, and the production area must be separated from sources of contamination. This is important because ready-to-eat foods are susceptible to microbiological contamination when the material handling, cooking process, or presentation do not meet hygiene standards [18], [19]. Hygiene education in culinary businesses has also proven to be important to improve the knowledge and attitude of food connoisseurs [20]. For this reason, Chik'N Melt needs to have a simple work procedure that refers to the principles of Good Processed Food Production so that the product is safe, high-quality, and consistent [21].

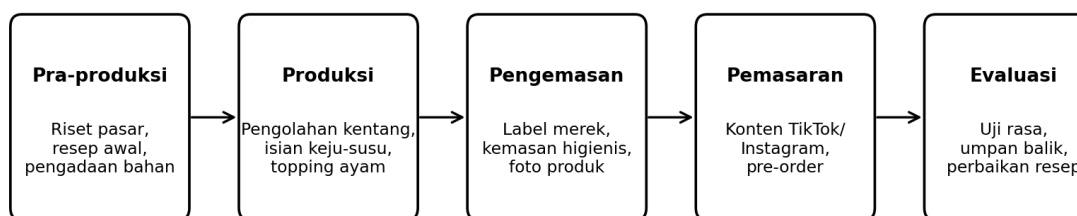


Figure 1. Chik'N Melt Product Development Flow

2.4 Visual Design and Branding Method

The visual design method used is Design Thinking. The empathize stage is done by understanding the needs of young consumers who want practical, savory, creamy, and visually appealing snacks. The define phase formulates the main problem, namely the need for potato snacks that are not only crunchy, but also have abundant fillings and toppings. The ideate stage produced the concept of the Chik'N Melt name, product slogan, packaging color composition, and product photo style that highlights the effect of lumer cheese. The prototype stage is implemented through the packaging plan and presentation of the product. The test stage is planned through a visual test and a taste test for potential customers. From the side of packaging, research shows that packaging attributes can be positively related to interest in buying snacks [11], while color, image, shape, and typography can influence consumer purchase decisions [12]. Therefore, Chik'N Melt's visual design needs to clearly display the product photo, emphasize the main ingredients, and convey the taste promise in a nutshell.

3. RESULT AND DISCUSSION

3.1 Chik'N Melt Product Concept Result

The main result of this development is the Chik'N Melt product concept as a potato-based snack with melted cheese and abundant chicken toppings. The name "Chik'N Melt" was chosen to give a quick message to consumers that this product contains chicken elements and the sensation of melted cheese. The word "Melt" becomes a marker of the main experience, which is the cheese that melts when the product is bitten. In terms of brand communication, this name is easy to remember, short, and fits the character of the product that wants to highlight the visual appeal of Lumer cheese.

The uniqueness of the product lies in the combination of three layers of dining experience. The first layer is a savory potato that is expected to give a crunchy texture on the outside. The second layer is a cheese and milk filling that presents a creamy, soft, slightly sweet, and melty sensation. The third layer is a chicken topping that makes the product feel fuller and gives a stronger savory taste. The combination creates a textural contrast that is important in the development of snacks. A study on the idea of snack texture shows that attributes such as crispness, hardness, and fracturability can be used to map new product development opportunities [2]. In Chik'N Melt, crispness is represented by the layer of potatoes, softness is represented by the cheese-milk filling, and full sensation is represented by the chicken topping.

Slogan "Savoury Potatoes, Lumer Cheese, Spicy Chicken One Directly Addictive Bite!" serves as a summary of the product's value proposition. This slogan is not only promotional, but also an internal quality guide. That is, every Chik'N Melt production must be able to fulfill three main promises: a savory potato taste, cheese that really melts, and

chicken toppings that look and taste quite a lot. If one of those elements is not met, then the product experience will not match the brand identity. Thus, the slogan can be used as a product consistency standard as well as a basis for the evaluation of potential customers.

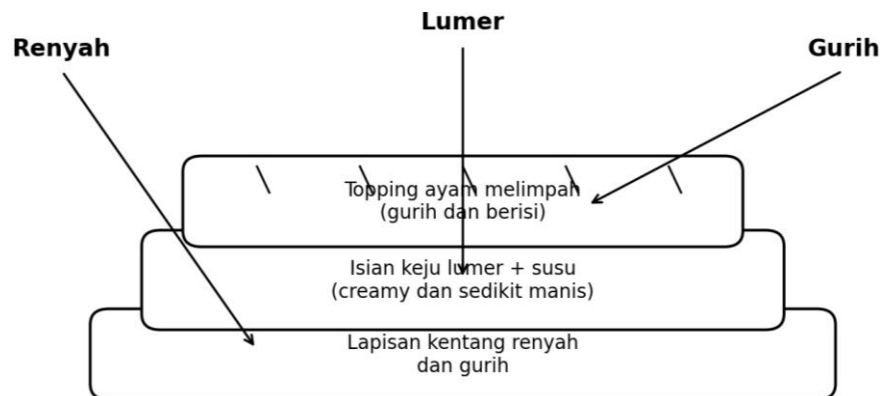


Figure 2. Chik'N Melt's layered concept of flavors and textures

Table 2. Product Attributes and Value Offered

Attribute	Implementation in Products	Value for Consumers
Potato layer	Quality potatoes are processed as the main layer with a savory taste	Gives a familiar, satisfying, and easily accepted feeling
Melted cheese and milk	Creamy filling with a lumpy and slightly sweet sensation	Creating a different and more enticing dining experience
Chicken toppings	The chicken is cooked savory and served abundantly on top of the product	Adds taste, texture, and perception of a fuller product
Product slogan	Emphasize savory, melt, and overflow as a promise of taste	Make it easier for consumers to understand the superiority of the product
Digital channels	Cheese photo and video content abounds on social media	Drive curiosity, interaction, and initial purchase

3.2 Business Model Mapping

The development of Chik'N Melt not only requires a recipe, but also a clear business model. Business Model Canvas can be used to map relationships between customer segments, value propositions, channels, resources, key activities, partnerships, costs, and revenue streams. Studies on snack startups and culinary businesses show that BMC helps entrepreneurs formulate development strategies and see the inter-relatedness of business elements [8]-[10]. For Chik'N Melt, the main customer segment is college students, students, young workers, families, and consumers who like savory-creamy snacks. This segment was chosen because the product is easy to consume while relaxing, gathering, studying, or working.

The main value proposition is a potato snack with melted cheese and abundant chicken that gives a crunchy, soft, melty, and savory sensation in one dish. The most suitable sales channels at the initial stage are pre-orders via WhatsApp and Instagram, campus booths, culinary bazaars, as well as collaborations with local canteens or coffee shops. Customer relationships can be built through quick responses, process content creation, testimonials, promo bundling, and repeat purchase programs. In terms of resources, businesses need standard recipes, raw materials, cooking equipment, packaging, brand identity, social media accounts, as well as production and marketing teams. Main activities include daily production, material purchasing, quality control, packaging, digital promotion, and simple financial recording.

Table 3. Chik'N Melt Business Model Brief Canvas

Blok BMC	Filling for Chik'N Melt
Customer Segments	Students, students, young workers, families, communities of savory snack lovers, and social media users who are attracted to visual food.
Value Propositions	Savory potato snack with creamy melt-milk cheese and abundant chicken topping; practical, satisfying, and easy to share as content.
Channels	WhatsApp/Instagram pre-order, campus booth, culinary bazaar, canteen, local coffee shop, food marketplace, and delivery service.
Customer Relationships	Repeat purchase promos, bundling packages, customer testimonials, behind-the-scenes content, instant messaging services, and satisfaction surveys.
Revenue Streams	Unit sales, savings packages, event packages, limited resellers, event booths, and menu collaborations with culinary partners.
Key Resources	Standard recipe, potato-cheese-chicken raw materials, production equipment, packaging, brand, social media, and production team.

Blok BMC	Filling for Chik'N Melt
Key Activities	Production, material procurement, taste and cleanliness control, packaging, content promotion, order service, and customer evaluation.
Key Partners	Suppliers of potatoes, chicken, cheese, milk, packaging providers, design services, canteens, coffee shops, campus communities, and local couriers.
Cost Structure	Raw materials, packaging, gas/electricity, equipment, promotion, transportation, booth fees, and packaging design development.

3.3 Marketing Strategy and Visual Design

Chik'N Melt's marketing strategy needs to highlight the visual experience because the product has elements of lumer cheese and chicken topping that are strong in appearance. The main recommended content is a video when the product is split, a close-up of the melted cheese, the process of adding chicken toppings, and the consumer's reaction when trying the product. Research on social media marketing shows that interesting and reliable content can influence interest in culinary purchases [14]. In culinary MSMEs, online endorsements and promotions also have a positive influence on buying interest [15]. In addition, live streaming, content marketing, and ease of transaction are related to the purchase decision of UMKM snack products [16]. Therefore, Chik'N Melt needs to combine organic content, pre-order promotions, testimonials, and digital transaction facilities.

Packaging design should prioritize cleanliness, ease of carrying, and the ability to maintain the shape of the product. The initial packaging can use a paper box or food-grade tray with a brand sticker. The information on the minimum packaging contains the product name, slogan, flavor variant, production date, ordering contact, and storage warning if the product is not immediately consumed. Snack packaging literature shows that the basic appearance of packaging, information on packaging, and packaging materials can influence purchase intention [11]. Other research also shows that elements of color, image, shape, and typography are among design characteristics that are important in snack purchase decisions [12]. Therefore, Chik'N Melt's visual design needs to be consistent, not too crowded, and directly show the main composition of the product.

In promotional practice, Chik'N Melt content can use three pillars. The first pillar is product appeal, which is content that features melted cheese, abundant chicken, and potato texture. The second pillar is social proof, namely buyer testimonials, friend reviews, and order documentation. The third pillar is urgency, which is a limited pre-order promotion, economical package, or weekly variant. This strategy is in line with the behavior of young consumers who often evaluate products based on their appearance, recommendations, and ease of purchase. In order to maintain trust, promotions must match the actual product conditions so that customers do not feel cheated when receiving the product.

Table 4. Digital Promotion Content Plan

Content Pillar	Content Examples	Purpose
Product appeal	Video of melted cheese, photo of chicken topping, close-up of potato texture	Build curiosity and highlight product differentiation
Social proof	Buyer testimonials, repost reviews, taste ratings, customer photos	Increase the trust of potential buyers
Urgency	Limited pre-order, saving package, weekly variant, promo event	Drive purchases faster
Education	How to serve, how to store, main ingredients, hygiene standards	Develop the perception of hygienic and quality products

3.4 Analysis of Production, Quality, and Food Safety

From the production side, Chik'N Melt's main challenge is maintaining the consistency of the potato texture, the stability of the cheese-milk filling, and the quality of the chicken topping. The layer of potatoes should be strong enough to hold the filling, but it should not be too dense as it can remove the soft effect. The cheese-milk filling should be thick enough so that it does not leak when cooked, but still melts when consumed. The chicken topping needs to have a clear savory taste and the right size to be easy to eat with the potato layer. This consistency can be achieved through standardization of recipes, weighing ingredients, cooking duration, and serving guidelines.

Food safety is an important aspect because the product contains chicken, milk, and cheese. Those three materials need to be stored and processed correctly. Chicken should be cooked perfectly, milk and cheese should be kept at the recommended temperature, and finished products should be consumed within the recommended time. A microbiological survey of ready-to-eat foods in low- and middle-income countries shows that contamination can occur due to poor sanitation, unsafe raw materials, and improper handling and storage [18]. Research on siomay snacks also found the importance of handler hygiene and sanitation in preventing Salmonella contamination [19]. Therefore, Chik'N Melt must apply hygiene procedures since the production scale is small.

Quality control can be done through a simple checklist. Before production, ingredients are checked for freshness, aroma, color, and expiration date. During production, the team makes sure the work area is clean, tools are washed, hands are clean, and raw materials are separated from mature materials. After production, the product is inspected from the side of shape, maturity level, display of toppings, aroma, and finish. If the product is sold through pre-order, the production time needs to be adjusted to the delivery time so that the product remains tasty when received by the consumer. For

products that will be stored longer, further testing is required regarding shelf life, texture changes, and microbiological safety.

Table 5. Chik'N Melt Quality Control Points

Stage	Risk	Handling Action
Raw materials	Rotten potatoes, not fresh chicken, expired milk/cheese	Supplier selection, aroma/color/date check, keep ingredients sealed
Preparation	Cross-contamination of raw and matured ingredients	Separate cutting boards/containers, wash hands, clean production table
Cooking	The chicken is undercooked or the filling is leaking	Use a consistent duration and temperature, test the shape and texture
Housekeeping	The product is mushy, contaminated, or damaged during transport	Use food-grade packaging, ventilate when necessary, close tightly
Distribution	Cold products or low quality	Arrange the production-shipping schedule, give repeated consumption instructions

3.5 Innovation Impact and Development Potential

Chik'N Melt has a potential impact on three sides, namely consumers, entrepreneurs, and the local culinary business environment. For consumers, the product provides an alternative snack that combines familiar flavors and new sensations. Potatoes give an easy to accept taste, cheese-milk gives a creamy experience, and chicken adds a savory and filling effect. This product can be consumed when relaxing, gathering, studying, or as an additional menu at small events. With the right size, Chik'N Melt can be a snack that is not too heavy but still satisfying.

For entrepreneurs, Chik'N Melt can be a business opportunity for students or UMKM because the raw materials are relatively easy to obtain and the sales model can be started from a small scale. Sales through pre-orders reduce the risk of products not being sold because production follows orders. Campus booths and bazaars can be used as means of direct market validation, while social media can be used to build brands. Modern snack business development studies show that product innovation, attractive display, affordable prices, and digital strategy are important factors to attract young consumers [7]. Thus, Chik'N Melt can be positioned as a creative culinary product that is relevant to the consumption habits of the younger generation.

For the local business environment, this product has the potential to open collaborations with potato, chicken, cheese suppliers, packaging providers, canteens, and coffee shops. The collaboration can strengthen the local supply chain and provide promotion space for UMKM. The UMKM digitalization program also shows the importance of utilizing technology and digital media to increase the competitiveness of small businesses [22]. Therefore, Chik'N Melt should from the beginning have simple sales records, consistent social media accounts, digital catalogs, and easy ordering services. However, this innovation also has limitations. First, actual consumer survey data is not yet available so the level of market acceptance still needs to be tested. Second, the composition of the recipe needs to be standardized so that the taste and texture are consistent in each production. Third, food safety needs to be maintained because the product contains animal ingredients and milk. Fourth, the packaging design needs to be tested to ensure that the product remains attractive and does not quickly become mushy. The next development recommendation is to conduct a minimum sensory test for 30-50 potential customers, compile a standard ingredient formula, calculate the cost of production, test shelf life, and compare the effectiveness of social media promotion.

Table 6. Recommendations for Further Development

Aspect	Recommendations	Success Indicators
Recipe	Grammatical standardization of potatoes, cheese, milk, chicken, and spices	The taste and texture are consistent with each batch
Market validation	Sensory test and survey of potential customers' buying intentions	Taste, look, price, and repeat purchase intent scores are measured
Finishing	Test food-grade paper box/tray with brand label	The product is safe to carry and remains attractive when received
Marketing	Lumer cheese video content, testimonials, and pre-order system	Engagement and orders increase gradually
Food safety	Hygiene SOP, material storage, and consumption instructions	There are no complaints about food safety and product quality is maintained

4. CONCLUSION

Chik'N Melt is a potato, cheese, milk, and chicken-based snack innovation designed to provide a savory, creamy, melty, and filling experience in one dish. Based on the analysis of product development, the main strength of Chik'N Melt is found in the combination of familiar ingredients, the sensation of lumer cheese that easily attracts attention, abundant chicken toppings, as well as slogans that directly explain the superiority of the product. The development method is done

through literature studies, early competitor observation, production process planning, Business Model Canvas mapping, and Design Thinking for visual design and brand strategy. The results of the discussion show that this product has an opportunity to be marketed to college students, students, young workers, and consumers who like practical snacks through pre-order, campus booths, bazaars, social media, and local culinary partners. Despite this, this article has not presented actual consumer survey data because the available information is still in the form of product concepts. Therefore, further development needs to be focused on sensory testing, recipe standardization, production cost calculation, shelf life testing, food-grade packaging design, as well as the preparation of sanitary hygiene SOPs. With market validation and good quality control, Chik'N Melt has the potential to become a creative culinary product that deserves to be developed as a student venture or UMKM.

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