

## ABSTRACT

Businesses need to continuously evolve, adapt, and sustain themselves to sustain their competitive edge, and a vital part of this flexibility is the ongoing hunt for new suppliers. In order to identify acceptable raw materials for replacement, the R&D department's involvement in alternative sourcing becomes crucial. This study uses a previous project that has already been done which is the substitution of the fiber in the seasoned flour product and this study consists of insights on the alignment of theoretical knowledge and hands-on experience in raw material substitution, as well as the comparison of the result of physicochemical analysis (moisture content and salt content) and the sensory evaluation result as a validation for this process. The objective of this study is to provide the reader with insights and knowledge while evaluating the steps and phases of the substitution of raw materials from a product from the current supplier into other suppliers. In this study, observational methods were utilized. The process of the raw material substitution started with the project request by the SCM department and ended with the recommendation letter issuance with a triangle test was utilized to determine whether the consumer can detect the difference between the samples or not, and the physicochemical analysis to determine whether new sample with the fiber is still within the limit of the specification or not.

**Keywords:** Raw Material, Substitution, Fiber, Process