

Chizu Cheese Cuit: A Student-Led Dessert Innovation through Wirausaha Merdeka Program

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Abstract. The food and beverage industry, particularly desserts, is experiencing rapid growth driven by consumer demand for healthier and innovative products. In response, the Wirausaha Merdeka program at Universitas Muslim Indonesia encouraged students to design entrepreneurial projects. Within this initiative, our team developed Chizu, a dessert brand offering low-calorie cheese cuit made from premium cheese, whipped cream, biscuits, and natural stevia extract as a sugar substitute. This study aimed to design a business model integrating product innovation, health awareness, and digital marketing. Using a descriptive case study, we conducted market surveys, prototype testing, and social media engagement. The business model canvas framework guided analysis of value propositions, customer segments, and financial projections. Findings show Chizu effectively attracted young women, office workers, and middle-to-upper-class families, with strong consumer appreciation for its uniqueness, packaging, and health positioning. During the Nipah Mall demo day, 115 units sold out, confirming feasibility. Overall, Chizu demonstrates how creativity, health orientation, and digital marketing foster entrepreneurial learning and contribute to Indonesia's creative economy.

Keywords: Entrepreneurship, *Chizu Cheese Cuit*, Stevia, Innovation, *Wirausaha Merdeka Program*