

ABSTRACT

THE EVALUATION OF THE PROFILE AND SENSORY ATTRIBUTES THAT INFLUENCED THE PREFERENCE LEVEL OF CACAO PULP KOMBUCHA DRINK WITH HONEY CINNAMON (*Cinnamomum burmanii*) AND HONEY GINGER (*Zingiber officinale*) WAS CONDUCTED

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Cocoa pulp kombucha beverage is a fermented drink that had remained an invention product whose profile and sensory attributes influencing the level of liking had not yet been known. In this study, to analyze the sensory attributes and level of liking for Cocoa Pulp Kombucha Original (PKO), Cocoa Pulp Kombucha Honey Cinnamon (PKHC), and Cocoa Pulp Kombucha Honey Ginger (PKHG), interviews and questionnaire distribution had been conducted. Questionnaire results had been processed into information using the Check All That Apply (CATA) method with XLSTAT 2024 to obtain sensory attributes, while differences in sensory attributes had been tested using Cochran's Q test followed by McNemar test with IBM SPSS Statistics 25. Respondents had mostly been aged 20-25 years, female, with high school as the last education level. Research results had shown differences in sensory attributes influencing respondents' level of liking, namely brown color, light brown color, cloudy brown color, fermentation aroma, ginger aroma, sweet taste, slightly spicy taste, sour taste, characteristic cinnamon taste, characteristic ginger taste, sour aftertaste, and slightly spicy aftertaste. In terms of product liking level, respondents had preferred Kombucha PKHG over Kombucha PKO, and respondents had disliked Cocoa Pulp Kombucha PKHC.

Keyword: CATA, Cochran's Q test, Cocoa Pulp Kombucha, Consumer Acceptance, MC Nemar Test, and Sensory Characteristics.

ABSTRAK

EVALUASI PROFIL DAN ATRIBUT SENSORI YANG MEMPENGARUHI TINGKAT KESUKAAN MINUMAN KOMBUCHA PULPA KAKAO MADU KAYU MANIS (*Cinnamomum burmanii*) DAN MADU JAHE (*Zingiber officinale*)

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Minuman kombucha pulpa kakao merupakan minuman hasil fermentasi, yang masih berupa produk invensi yang belum diketahui profil dan atribut sensori yang mempengaruhi tingkat kesukaannya. Pada penelitian ini, untuk menganalisis atribut sensori dan tingkat kesukaan minuman kombucha Pulpa Kakao Original (PKO), kombucha Pulpa Kakao Madu Kayu Manis (PKMKM) dan kombucha Pulpa Kakao Madu Jahe (PKMJ) dilakukan dengan wawancara dan penyebaran kuesioner. Hasil kuesioner diolah menjadi informasi dengan metode CATA (Check All That Apply) menggunakan XLSTAT 2024 untuk memperoleh atribut sensori, sedangkan pada tingkat perbedaan atribut sensori dengan metode uji Cochran's Q yang dilanjutkan dengan uji Mc nemar menggunakan IBM SPSS Statistik 25. Responden mayoritas berusia 20-25 tahun, dengan jenis kelamin perempuan dan pendidikan terakhir SMA/SMK. Hasil penelitian menunjukkan bahwa terdapat perbedaan pada atribut sensori yang mempengaruhi tingkat kesukaan responden yaitu atribut warna coklat, warna coklata muda, warna coklat keruh, aroma fementasi, aroma jahe, rasa manis, rasa sedikit pedas, rasa asam, rasa khas kayu manis, rasa khas jahe, *aftertaste* asam dan *aftertaste* sedikit pedas. Pada tingkat kesukaan produk responden lebih menyukai minuman kombucha PKMJ dibandingkan kombucha PKO, dan responden kurang menyukai kombucha PKMKM

Kata kunci: CATA, Karakteristik Sensori, Kombucha Pulpa Kakao, Penerimaan Konsumen, Uji Cochran's Q, dan Uji MC Nemar.