

ABSTRACT

Dwinda Puteri Lestari. B1510361. The Sensory Profile of Tamarind Turmeric Herbal Drink Based on RATA (Rate-All-That-Apply) Method. Supervised by Sri Rejeki Retna Pertiwi and Intan Kusumaningrum.

The demand for traditional herbal drink in era of the Covid-19 pandemic is increasing as well as the potential for developing it. In Indonesia, many MSMEs (Micro, Small and Medium Enterprises) have produced traditional tamarind turmeric herbal drink in the form of Ready to Drink (RTD). The purpose of this study is to determine the sensory profile of the RTD tamarind turmeric drinks from several MSMEs in e-commerce, to study the sensory profile of the RTD tamarind turmeric product, and to study the characteristics of tamarind turmeric tasted by the panelists based on the attributes. The study methods include determining sensory attributes through FGD (Focus Group Discussion) and sensory testing through the RATA (Rate-All-That-Apply) test. Based on the Friedman's test, can be seen that from 14 attributes, 9 attributes are significantly different between samples (p -value < 0.05), such as attributes of turmeric aroma, sour aroma, brown sugar aroma, sour taste, bitter taste, mouthfeel sensation, turmeric after taste, sour after taste, and sweet after taste. Meanwhile, there are attributes not significantly different such as the orange-brown color attributes, the aroma of spices, the sweet taste, the mouthfeel, and the bitter after taste. Based on the sensory profile result of the RATA method, sample B which has a sensory profile of brown sugar aroma, sweet taste, and sweet after taste became the most preferred product by the panelists as a whole. A total of 66% of panelists gave a preference score above the average.

Keywords: Tamarind turmeric herbal drink, RTD, RATA, sensory.

ABSTRAK

Dwinda Puteri Lestari. B1510361. Profil Sensori Jamu Kunyit Asam Berdasarkan Metode RATA (*Rate-All-That-Apply*). Dibimbing oleh Sri Rejeki Retna Pertiwi dan Intan Kusumaningrum.

Permintaan akan jamu di era pandemik *Covid-19* kian meningkat, sehingga potensi pengembangan produk jamu kian meningkat. Di Indonesia, telah banyak UMKM yang memproduksi jamu tradisional kunyit asam dalam bentuk *Ready to Drink* (RTD). Tujuan dari penelitian ini adalah mengetahui profil sensorial produk RTD minuman kunyit asam dari beberapa produsen yang dijual di *e-commerce*, mempelajari profil sensorial pada produk jamu kunyit asam RTD, dan mempelajari karakteristik rasa yang disukai panelis berdasarkan atribut yang diuji. Metode yang dilakukan meliputi penentuan atribut sensorial melalui FGD (*Focus Group Discussion*) dan profil sensorial metode RATA (*Rate-All-That-Apply*). Berdasarkan hasil uji *Friedman's* dapat diketahui bahwa dari 14 atribut, 9 atribut berbeda nyata ($p\text{-value} < 0.05$) antar sampel yaitu, atribut aroma kunyit, aroma asam, aroma gula merah, rasa asam, rasa pahit, kekentalan (*mouthfeel*), *after taste* kunyit, *after taste* asam, dan *after taste* manis. Sementara itu yang tidak berbeda nyata adalah atribut warna oranye-kecoklatan, aroma rempah-rempah, rasa manis, sepat (*mouthfeel*), dan *after taste* pahit. Berdasarkan hasil profil sensorial metode RATA, sample B yang memiliki profil sensorial aroma gula merah, rasa manis, dan *after taste* manis menjadi produk yang paling disukai oleh panelis secara keseluruhan. Sebanyak 66% panelis memberikan nilai kesukaan di atas rata-rata.

Kata Kunci: Jamu kunyit asam, RTD, RATA, sensorial.