

ABSTRAK

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Program Studi : Teknologi Industri Pertanian
Judul : Evaluasi Profil Sensori dan Emosi Minuman Kopi Susu Gula Aren dengan Metode Uji Deskriptif dan Uji Afektif
Dosen Pembimbing : Ir. Darti Nurani, M.Si. dan Shinta Leonita, S.TP, M.Si

Banyaknya brand kedai kopi yang bermunculan dan hampir semua menjual minuman Kopi Susu Gula Aren, maka Hey Kafe perlu melakukan evaluasi profil minuman Kopi Susu Gula Aren yang ideal menurut konsumen untuk pengembangan produknya. Penggunaan panelis konsumen dapat menjadi alternatif dalam pengujian deskriptif dan afektif produk tanpa melibatkan panelis terlatih. Penelitian ini bertujuan untuk mendapatkan profil sensori dan emosi minuman Kopi Susu Gula Aren serta mendapatkan rating dan ranking/urutan minuman Kopi Susu Gula Aren terbaik menurut panelis konsumen dari beberapa kedai kopi dengan metode uji deskriptif dan uji afektif. Penelitian dilakukan melalui tahapan persiapan panelis, Focus Group Discussion (FGD), pengujian sensoris dan emosi terhadap lima minuman Kopi Susu Gula Aren dari lima brand kedai kopi yaitu Janji Jiwa, Kopi Kenangan, Hey Kafe, Tuku dan Feeling Brew. Pengujian hedonik rating test dan hedonik ranking test dilakukan sebagai pembandingan dari hasil Correspondence Analysis dari minuman Kopi Susu Gula Aren. Pengolahan data dilakukan menggunakan perangkat lunak SPSS. Minuman Kopi Susu Gula Aren dari kedai kopi Tuku adalah minuman yang paling mendekati minuman Kopi Susu Gula Aren ideal menurut panelis konsumen. Profil sensoris dari kopi Tuku berdasarkan Correspondence Analysis adalah rasa asam, aroma smoky, aftertaste asam dan aftertaste pahit. Sedangkan profil sensoris minuman Kopi Susu Gula Aren ideal adalah rasa milky dan mouthfeel creamy. Hasil hedonik rating test menunjukkan Tuku adalah Kopi Susu Gula Aren yang paling disukai oleh panelis dengan nilai kesukaan 7.033(suka-sangat suka). Hasil hedonik ranking test menunjukkan Tuku adalah Kopi Susu Gula Aren yang menduduki peringkat pertama pilihan panelis konsumen dengan nilai kesukaan 0.215 (biasa-agak suka).

Kata kunci : Kopi Susu Gula Aren, Profil Sensori dan Emosi, Correspondence Analysis, Hedonik Rating Test, Hedonik Ranking Test

ABSTRACT

Name : Mifta Nur Aini
Study Program : Agricultural Industry Technology
Title : Sensory Profile Evaluation and Emotion of Palm Sugar
Coffee Milk Drinks using Descriptive and Affective Test.
Conselor : Ir. Darti Nurani, M.Si. and Shinta Leonita, S.TP, M.Si

There are many coffee shop brands popping up and almost all of them selling the Palm Sugar Coffee Milk drinks, so Hey Kafe needs to evaluate the profile of the ideal Palm Sugar Coffee Milk drink according to consumers especially for product development. The use of consumer panelists can be an alternative in product descriptions and affective test without involving trained panelists. This study aims to obtain a sensory and emotional profile of Palm Sugar Coffee Milk drink and to obtain the best rating and ranking of Palm Sugar Milk Coffee according to consumer panelists from several coffee shops with descriptive and affective test. The research was conducted through panelist preparation, Focus Group Discussion (FGD), sensory and emotional testing of five Palm Sugar Coffee Milk brands namely Janji Jiwa, Kopi Kenangan, Hey Kafe, Tuku and Feeling Brew. The hedonic rating test and hedonic ranking test were carried out as a comparison of the results of Correspondence Analysis of the Coffee Milk Sugar Palm drink. Data processing is done using SPSS software. The Palm Sugar Milk Coffee Drink from the Tuku coffee shop is the closest to the ideal Palm Sugar Coffee Milk drink according to consumer panelists. Sensory profile of Tuku coffee based on Correspondence Analysis is sour taste, smoky aroma, sour aftertaste and bitter aftertaste. Meanwhile, the sensory profile of the ideal Palm Sugar Coffee Milk drink is a milky taste and a creamy mouthfeel. The results of the hedonic rating test show that Tuku is the most preferred Palm Sugar Milk Coffee by the panelists with a preference value of 7,033 (like-very like). The results of the hedonic ranking test show that Tuku is Kopi Susu Palm Sugar which is ranked first in the choice of consumer panelists with a preference value of 0.215 (ordinary-slightly like).

Keywords: *Palm Sugar Coffee Milk, Sensory and Emotion Profile, Correspondence Analysis, Hedonic Rating Test, Hedonic Ranking Test*