

TINGKAT KESUKAAN DAN PROFIL EMOSI HIDANGAN JAMUR DAN LEGUM DENGAN METODE PENGOLAHAN BERBEDA DI DAERAH ISTIMEWA YOGYAKARTA

INTISARI

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Kecenderungan peningkatan prevalensi penyakit tidak menular saat ini telah banyak menumbuhkan kesadaran masyarakat Indonesia akan pentingnya menerapkan pola makan nabati. Oleh karena itu, perlu adanya pemahaman penerimaan hidangan protein nabati sebagai bahan alternatif berkelanjutan. Penelitian ini bertujuan mengetahui tingkat kesukaan, respon emosi, tingkat pengetahuan familiaritas produk dan kesadaran kesehatan serta perbedaan keinginan pembelian dan tingkat kesukaan responden antara uji laboratorium dan survei *online* terhadap hidangan berbahan dasar protein nabati dengan berbagai metode pengolahan,

Penelitian ini terdiri dari 2 tahap yaitu pengujian hedonik dan respon emosi dengan *Check-All-That-Apply* (CATA) dan survei *online* mengenai tingkat pengetahuan familiaritas produk, kesadaran kesehatan serta kesukaan dan keinginan pembelian 426 responden. Kedua tahapan menggunakan enam sampel hidangan yang dibagi berdasarkan jenis protein (jamur dan legum) dan metode pengolahan (goreng, tumis, rebus). Uji sensoris menggunakan 70 panelis tidak terlatih.

Hasil uji *two-way* anova pada uji hedonik dan survei menunjukkan perbedaan metode pengolahan memberikan perbedaan signifikan pada parameter penampakan, aroma, tekstur, *overall liking*, dan keinginan pembelian kecuali rasa ($p>0,05$). Perbedaan jenis protein memberikan perbedaan signifikan pada parameter penampakan, rasa, tekstur, *overall liking*, dan keinginan pembelian kecuali aroma ($p>0,05$). Hasil uji *independent t-test* menunjukkan perbedaan signifikan antara rata-rata parameter keinginan pembelian dan kesukaan pada uji laboratorium dan survei *online* ($p<0,05$). *Principal Coordinate Analysis* (PCoA) menunjukkan emosi dominan yang mempengaruhi kesukaan panelis terhadap sampel adalah tertarik, senang, dan puas. Mayoritas responden memiliki tingkat pengetahuan familiaritas produk dan kesadaran kesehatan yang tinggi.

Kata Kunci: *plant-based*, jamur, legum, hedonik, CATA, kesukaan

**LEVEL OF PREFERENCE AND EMOTIONAL PROFILE OF PLANT-
BASED DISHES FROM MUSHROOM AND LEGUME WITH
DIFFERENT PROCESSING METHODS IN SPECIAL REGION OF
YOGYAKARTA**

ABSTRAK

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The trend of increased prevalence of Non-Communicable Diseases now has raised a lot of awareness among Indonesian people about the importance of implementing a plant-based diet. Therefore, it is needed to understand plant-based dishes acceptance as alternative sustainable ingredient. This study aims to determine the level of preference, emotional response, level of knowledge about familiarity products and health awareness and differences in purchase intention and level of preference of respondents between laboratory tests and online surveys of plant-based dishes with various processing methods.

This study consisted of 2 stages, started with hedonic testing and emotional responses with Check-All-That-Apply (CATA) and an online survey regarding familiarity, health awareness, purchase intentions and preferences of 426 respondents. Both stages used six sample plant-based dishes divided by protein type (mushrooms and legumes) and processing method (fried, stir-fried, boiled). Seventy untrained panellist were used in this sensory test.

The hedonic and surveys results using two-way ANOVA showed there were significant differences in appearance, aroma, texture, overall liking, and purchase intention on various processing methods except taste ($p>0.05$). Different types of protein gave significant differences in appearance, taste, texture, overall liking, and purchase intention except for aroma ($p>0.05$). The independent t-test showed there was a significant difference between the average of purchase intention and preference in the lab test and survey ($p>0.05$). Principal Coordinate Analysis (PCoA) showed the dominant emotions that influence panellist's preferences are interested, happy, and satisfied. The majority of respondents had high level of familiarity and health awareness.

Keywords: plant-based, mushroom, legume, hedonic, CATA, liking