

**EVALUASI KARAKTERISTIK SENSORIS DAN UJI PASAR KEJU  
TOMME PROBIOTIK LOKAL (*Lactiplantibacillus plantarum* subsp.  
*plantarum* Dad-13 dan *Streptococcus thermophilus* Dad-11)**

**INTISARI**

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Keju Tomme probiotik lokal “Tomme de Proville” hasil pengembangan oleh Pusat Studi Pangan dan Gizi (PSPG) Universitas Gadjah Mada dan PT. Mazaraat Lokanatura Indonesia dengan menggunakan kultur starter campuran lokal *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13 dan *Streptococcus thermophilus* Dad-11 telah berhasil diproduksi dalam skala lab serta *scale up*. Dalam rangka rencana pemasaran produk ini, perlu untuk diketahui karakteristik sensoris khas serta analisis pasar produk keju tomme probiotik lokal ini. Tujuan dari tugas akhir ini adalah untuk mengetahui karakteristik sensoris dari keju tomme probiotik lokal dan keju tomme komersial beserta analisis pasar dari keju tomme probiotik lokal. Analisis sensoris dilakukan terhadap 136 panelis dengan metode *intensity scales* dengan *unstructured line scale* yang kemudian data hasil uji sensoris diolah dengan menggunakan *tools Generalized Procrustes Analysis* (GPA) pada aplikasi XLSTAT 2019 serta *spider web*. Sedangkan analisis pasar dilakukan dengan pengisian kuesioner melalui *google form*. Hasil penelitian menunjukkan bahwa karakteristik sensoris khas dari keju tomme komersial adalah aroma keju, kenampakan berpori, cita rasa *earthy*, cita rasa pahit, cita rasa asam, serta tekstur rapuh. Sedangkan karakteristik khas keju tomme probiotik lokal adalah kenampakan relatif kuning, cita rasa umami, cita rasa susu, cita rasa manis, cita rasa asin, dan tekstur kenyal. Perbedaan atribut yang sangat signifikan ada pada atribut kenampakan berpori serta cita rasa pahit. Masyarakat memberikan respon positif terhadap rencana pemasaran keju tomme probiotik yang diketahui dari hasil analisis bahwa lebih dari 70% responden tertarik membeli produk keju tomme probiotik dengan preferensi kemasan vakum dengan latar putih atau bening dan kisaran harga Rp35,000,- hingga Rp45,000,-.

Kata kunci: keju tomme, probiotik lokal, *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13, uji sensoris, *intensity scales*, uji pasar.

**EVALUATION OF SENSORY CHARACTERISTICS AND MARKET  
TEST OF LOCAL PROBIOTIC TOMME CHEESE (*Lactiplantibacillus  
plantarum* subsp. *plantarum* Dad-13 and *Streptococcus thermophilus* Dad-11)**

**ABSTRACT**

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Local probiotic Tomme Cheese "Tomme de Provillle" developed by the Center for Food and Nutrition Studies (CFNS) Gadjah Mada University and PT. Mazaraat Lokanatura Indonesia using local mixed starter culture *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13 and *Streptococcus thermophilus* Dad-11 have been successfully produced on a lab scale and scale-up. To plan the marketing of this product, it is necessary to know the typical sensory characteristics and market analysis of this local probiotic tomme cheese product. The purpose of this final project is to determine the sensory characteristics of local probiotic tomme cheese and commercial tomme cheese along with market analysis of local probiotic tomme cheese. Sensory analysis was carried out on 136 panelists using the intensity scales method with an unstructured line scale. Then the sensory test results data were processed using Generalized Procrustes Analysis (GPA) tools in the XLSTAT 2019 application and spider web. While market analysis is done by filling out a questionnaire through Google form. The results showed that the typical sensory characteristics of commercial tomme cheese were cheese aroma, porous appearance, earthy taste, bitter taste, sour taste, and crumbly texture. Meanwhile, the distinctive characteristics of local probiotic tomme cheese are a relatively yellow appearance, umami taste, milky taste, sweet taste, salty taste, and chewy texture. The very significant attribute differences are in the porous appearance and bitter taste attributes. The community gave a positive response to the probiotic tomme cheese marketing plan which was known from the results of the analysis that more than 70% of respondents were interested in buying probiotic tomme cheese products with a preference for vacuum packaging with a white or clear background and a price range of IDR 35,000 to IDR 45,000 .

**Keywords:** tomme cheese, local probiotic, *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13, sensory test, intensity scales, market test.