

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

**INTISARI**

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Salah satu produk pangan olahan berbasis susu yang banyak ditemukan di pasaran adalah keju. Namun produk keju probiotik masih belum banyak dikenal oleh masyarakat. Salah satu jenis keju segar (*non-aging*) yang familiar di kalangan masyarakat adalah *cream cheese*. Pada penelitian ini digunakan 2 *strain* bakteri probiotik yang diisolasi dari Dadih (susu fermentasi khas Minangkabau) yakni *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13 dan *Streptococcus thermophilus* Dad-11 dalam proses pembuatannya yang kemudian akan dianalisis karakteristik sifat sensoris dominannya apabila dibandingkan dengan produk *cream cheese* yang dibuat dengan kultur starter komersial Flora Danica. Selain itu dilakukan pula uji pasar untuk mengetahui tingkat ketertarikan dan daya beli masyarakat terhadap *cream cheese* probiotik.

Metode evaluasi sensoris yang digunakan adalah *Flash Profile* yang bertujuan untuk memperoleh data atribut sensoris yang dimiliki oleh *cream cheese* secara umum. Dari pengujian tersebut, diperoleh 17 atribut yang kemudian dinilai intensitasnya untuk setiap atribut pada kedua jenis sampel *cream cheese* dengan pengujian metode *Intensity Scale* yang dilakukan oleh 128 panelis. Hasil penelitian menunjukkan, karakteristik sensoris dominan pada *cream cheese* probiotik adalah aroma susu, cita rasa *milky*, *creamy* dan manis. Sedangkan pada *cream cheese* komersial adalah kenampakan warna kuning, aroma asam dan fermentasi, cita rasa asam dan pahit, serta tekstur yang lebih mudah dioles (*spreadable*). Sedangkan hasil dari uji pasar, sebanyak 97% responden tertarik untuk membeli produk *cream cheese* probiotik yang dikemas dengan *jar* kaca dan harga jual di rentang Rp15.000-Rp25.000/100 gram produk.

*Kata Kunci: cream cheese, probiotik, Flora Danica, karakteristik sensoris, Flash Profile, Intensity Scale, market test*

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

**ABSTRACT**

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Cheese is one of the many dairy-based processed food products in the market. However, probiotic cheese products are still not widely known by the public. One type of fresh (non-aging) cheese that is familiar to the public is cream cheese. In this study, 2 strains of probiotic bacteria isolated from dadih (fermented milk typical of Minangkabau) were used, namely *Lactiplantibacillus plantarum* subsp. *plantarum* Dad-13 and *Streptococcus thermophilus* Dad-11 in the manufacturing process which will then be analyzed for dominant sensory characteristics when compared to cream cheese products made with the commercial starter culture of Flora Danica. In addition, a market test was also carried out to determine the level of public interest and purchasing power for probiotic cream cheese.

The sensory evaluation method used is Flash Profile, which aims to obtain sensory data attributes that are owned by cream cheese in general. From this test, 17 attributes were obtained which were then measured for their intensity for each attribute on both types of cream cheese samples using the Intensity Scale test method carried out by 128 panelists. The results showed that the dominant sensory characteristics of probiotic cream cheese were the aroma of milk, milky, creamy and sweet flavor. Whereas in commercial cream cheese, the appearance is yellow, the aroma is sour and dry, the taste is sour and bitter, and the texture is easier to spread (spreadable). While the results of the market test, as many as 97% of respondents were interested in buying probiotic cream cheese products packaged in glass jars and selling prices in the range of IDR 15,000-IDR 25,000/100 grams of product.

*Keywords: cream cheese, probiotic, Flora Danica, sensory characteristics, Flash Profile, Intensity Scale, market test*