

Intisari

PENGARUH FORTIFIKASI GRANULA *Arthrospira platensis* PADA SNACK BAR TERHADAP KARAKTERISTIK PRODUK, PREFERENSI, DAN MINAT BELI KONSUMEN

Arthrospira platensis memiliki kandungan gizi tinggi memiliki senyawa bioaktif yang dapat ditambahkan pada *snack bar*. Namun, penambahan *Arthrospira platensis* dalam bentuk bubuk akan mempengaruhi warna, aroma, dan rasa pada produk. Salah satu cara mengurangi aroma amis dan rasa pahit serta penerimaan konsumen yaitu dengan mengubah bubuk *arthrospira* menjadi granula *Arthrospira platensis*. Tujuan penelitian ini adalah mengetahui pengaruh penambahan granula *Arthrospira platensis* terhadap karakteristik, preferensi, dan minat beli konsumen *snack bar*. Formulasi yang digunakan berupa perlakuan penambahan granula *Arthrospira* (8%;16%;24%;32% (b/b adonan)), dan tanpa penambahan (0%) sebagai kontrol. Pengujian yang dilakukan meliputi uji fisik (kadar air dan struktur pori), uji aktivitas antioksidan, dan analisis sensoris (*Quantitative Descriptive Analysis (QDA)*, uji hedonik, minat beli, dan *Temporal Dominance Sensation (TDS)*). Analisis data menggunakan uji *One Way Anova* 95%. Data pengujian *Quantitative Descriptive Analysis (QDA)* diolah menggunakan *Microsoft Excel*. Data *Temporal Dominance Sensation (TDS)* diolah menggunakan *software XLSTAT* tingkat kepercayaan 95%. Hasil uji kadar air menunjukkan tidak berbeda nyata antar perlakuan ($P>0,05$). Uji hedonik berbeda nyata antar perlakuan ($P<0,05$) untuk seluruh atribut dan semakin bertambah granula mampu meningkatkan nilai antioksidan. Uji minat beli menunjukkan persentase *snack bar* yang paling tertinggi yaitu P2 (16% b/b adonan) sebesar 95,1%. Alasan tertinggi dalam membeli produk *snack bar* granula *Arthrospira* yaitu aroma dan rasa. Uji TDS pada *snack bar* menunjukkan bahwa granula *Arthrospira* mampu mengurangi rasa pahit *Arthrospira* secara keseluruhan dikarenakan pada hasil uji QDA mampu tertutupi oleh rasa coklat, *rice crispy*, gula, dan mentega.

Kata kunci: *Arthrospira platensis*, minat beli, preferensi konsumen, *snack bar*, *Temporal Dominance Sensation*.

Abstract

THE EFFECT OF FORTIFICATION GRANULES *Arthrospira platensis* IN SNACK BAR ON PRODUCT CHARACTERISTICS, CONSUMER PREFERENCES AND PURCHASING INTEREST

Snack bar can benefit from the addition of *Arthrospira platensis*'s bioactive components and high nutritional value. Nevertheless, the product's color, flavor, and scent will change when *Arthrospira platensis* powder is added. To lessen the fishy smell, bitter flavor, and decrease consumer acceptance, *Arthrospira* powder might be substituted with *Arthrospira platensis* granules. The purpose of this study is to ascertain how the addition of *Arthrospira platensis* granules affects the traits, inclinations, and propensity to buy of snack bar customers. *Arthrospira* granules were added to the formulation in the following proportions: 8%, 16%, 24%, and 32% (w/w dough) and 0% was used as a control. Tests carried out include physical tests (moisture content and pore structure), antioxidant activity tests, and sensory analysis (Quantitative Descriptive Analysis (QDA), hedonic tests, buying intention, and Temporal Dominance Sensation (TDS)). The One Way Anova 95% test was employed in the data analysis. The test data for Quantitative Descriptive Analysis (QDA) was handled using Microsoft Excel. Temporal Dominance Sensation (TDS) data is processed using XLSTAT software with a 95% confidence level. The results of the moisture content test indicated that there was no significant change ($P > 0.05$) between the treatments. For every attribute, the hedonic test revealed a significant difference between treatments ($P < 0.05$), with the antioxidant value rising with the number of granules. When buying intention was tested, P2 (16% w/w dough) had the greatest percentage of snack bar (95.1%). The aroma and flavor of *Arthrospira* granule snack bar are the main selling points. Because chocolate, rice crispy, sugar, and butter were able to mask pungent flavor from *Arthrospira*.

Key words: *Arthrospira platensis*, consumer preferences, purchase intention, *snack bar*, *Temporal dominance sensation*.