EVALUASI KARAKTERISTIK SENSORIS DAN PENERIMAAN KONSUMEN TERHADAP BERAS ANALOG BERBAHAN DASAR PATI SAGU

INTISARI

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Konsumsi sumber karbohidrat masyarakat Indonesia masih belum beragam dan didominasi oleh konsumsi beras padi. Konsumsi sumber karbohidrat lokal non-padi, seperti sagu hanya mencapai 373.000 ton pada tahun 2022. Pati sagu berpotensi untuk diolah menjadi beras analog sehingga dapat menjadi salah satu alternatif konsumsi nasi padi yang telah menjadi kebiasaan melekat bagi masyarakat Indonesia. Namun, terdapat tantangan dalam pengembangan produk karena beras analog termasuk produk yang baru dan belum dikenal oleh masyarakat Indonesia. Penelitian ini bertujuan untuk mengetahui kesukaan konsumen terhadap beras analog pati sagu, kesesuaian intensitas atribut sensoris terhadap intensitas ideal bagi konsumen, dan mengetahui intensi konsumsi beras analog pati sagu, baik sebelum maupun sesudah uji sensoris.

Evaluasi sensoris dilakukan melalui uji hedonik, *intensity scale*, dan *JAR scale* dengan melibatkan 134 panelis juga sebagai responden. Dalam rangka mengetahui penerimaan konsumen terhadap beras analog hasil formulasi (F), produk komersial (K) digunakan sebagai sampel pembanding. Uji warna dan tekstur dilakukan untuk memastikan karakteristik fisik. Pengukuran intensi konsumsi beras analog pati sagu dilakukan dengan pengisian kuesioner melalui *Google form*. Hasil penelitian menunjukkan bahwa nasi analog F mendapatkan tingkat kesukaan yang lebih tinggi pada setiap parameter sensoris. Namun, intensitas aroma pandan dan rasa asin pada nasi analog F lebih rendah dari intensitas yang ideal bagi panelis. Setelah uji sensoris terjadi penurunan intensi konsumsi beras analog F dan K. Namun, intensi konsumsi beras analog F lebih tinggi dibandingkan K.

Kata kunci : beras analog, pati sagu, uji hedonik, *intensity scale*, *JAR scale*, penerimaan konsumen.

EVALUATION OF SENSORY CHARACTERISTICS AND CONSUMER ACCEPTANCE OF ANALOG RICE MADE FROM SAGO STARCH

ABSTRACT

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Indonesian consumption of carbohydrate sources is still not diverse and dominated by paddy rice consumption. Non-paddy local carbohydrate sources, such as sago, are consumed only 373,000 tons in 2022. Sago starch has the potential to be processed into analog rice as an alternative for rice consumption which has become habit of Indonesian people. However, there are challenges in product development because analog rice is a new product and not yet known by the Indonesian people. This study aims to determine degree of liking for sago starch analog rice, the suitability of the intensity of sensory attributes to the ideal intensity for consumers, and to determine the consumption intention of sago starch analog rice, both before and after the sensory test.

Sensory evaluation was conducted through hedonic test, intensity scale, and JAR scale by involving 134 panelists who also participated as respondents. In order to determine consumer acceptance of the formulated analog rice (F), a commercial product (K) was used as a control. Color and texture tests were conducted to confirm physical characteristics. Measurement of consumption intention of sago starch analog rice was done by filling out a questionnaire through Google form. The results showed that analog rice F received a higher level of liking in each sensory parameter. However, the intensity of pandan aroma and salty taste in analog rice F was lower than the ideal intensity for panelists. After the sensory test, the consumption intention of analog rice F and K decreased. However, the consumption intention of analog rice F was higher than K.

Keywords : analog rice, sago starch, hedonic test, intensity scale, JAR scale, consumer acceptance.