

**SURVEI PASAR, KONSUMEN, DAN PENGUJIAN SENSORIS  
(*INFORMED TEST*) MINUMAN TINGGI PROTEIN BERBAHAN DASAR  
WHEY DENGAN VARIASI VISKOSITAS**

**INTISARI**

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Pemenuhan gizi yang baik dan seimbang di usia muda dapat menjaga berat badan tetap ideal, mencegah penyakit, dan mempertahankan daya tahan tubuh. Penambahan asupan protein dapat memberi pengaruh baik terhadap komposisi tubuh dengan peningkatan sintesis. Pada penelitian ini dilakukan pengembangan produk minuman tinggi protein berbahan dasar *whey protein* yang divariasikan viskositasnya dan diujikan secara sensoris dengan *informed test* untuk mengetahui tingkat rasa kenyang dan kesukaan yang dirasakan panelis. Dilakukan pula survei pasar dan konsumen untuk melihat kondisi pasar minuman tinggi protein di Indonesia.

Survei pasar dihimpun dengan survei produk di pasaran dan sebar kuesioner kepada masyarakat gen Z. Terdapat 4 formulasi minuman tinggi protein yang dikembangkan yaitu sampel dengan variasi kadar xanthan gum konsentrasi 0%, 0,08%, 0,12%, dan 0,16%. Keempat formula tersebut diujikan secara sensoris kepada 132 panelis umum tidak terlatih dengan uji intensitas dan uji penerimaan hedonik. Pengujian sensoris dilakukan secara *informed test* untuk melihat pengaruh informasi kadar protein terhadap kesukaan panelis.

Hasil menunjukkan pasar minuman tinggi protein di Indonesia saat ini didominasi oleh produk dalam bentuk bubuk dengan bahan dasar whey. Sejumlah 90,5% responden menyatakan ketertarikannya terhadap produk minuman tinggi protein. Dari pengujian sensoris, diperoleh hasil bahwa variasi viskositas pada sampel memberikan pengaruh yang signifikan terhadap intensitas rasa kenyang yang dirasakan panelis. Secara keseluruhan, panelis lebih menyukai sampel minuman tinggi protein tanpa penambahan xanthan gum. Panelis cenderung lebih mementingkan faktor tekstur dan rasa dalam memilih produk dibandingkan dengan informasi kadar protein.

Kata Kunci: minuman tinggi protein, *satiety*, uji penerimaan hedonik, obesitas, *informed test*, survei pasar

## **MARKET-CONSUMER SURVEY, AND SENSORY TESTING (INFORMED TEST) OF WHEY-BASED HIGH-PROTEIN BEVERAGES WITH VARYING VISCOSITY**

### **ABSTRACT**

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Fulfillment of good and balanced nutrition at a young age can maintain ideal body weight, prevent disease, and maintain endurance. Increased protein intake can have a good effect on body composition with increased synthesis. This study was conducted to develop a high-protein beverage product made from whey protein that viscosity was varied and tested sensorially with an informed test to determine the the level of satiety and liking scored by panelists. Market and consumer surveys were also conducted to see the market condition of high-protein drinks in Indonesia.

Market surveys were collected by surveying products on the market and distributing questionnaires to the gen Z consumer. There were 4 high-protein beverage formulations developed with variation in xanthan gum concentrations of 0%, 0.08%, 0.12%, and 0,16%. Then the four formulas were tested sensorially to 132 untrained general panelists using the intensity test and hedonic acceptance test. Sensory testing was carried out in an informed test to see the effect of protein content information on panelists' liking.

Results showed the high-protein beverage market in Indonesia is currently dominated by whey-based products in powder. 90.5% of respondents expressed interest in high-protein beverage products. From the sensory testing, it was found that the viscosity variation of the sample had a significant effect on the satiety intensity. Overall, panelists preferred the samples of high-protein beverage without xanthan gum. Panelists tended to be more concerned with texture and flavor factors in choosing a product compared to protein content information.

**Keywords:** high-protein beverage, satiety, hedonic acceptance test, obesity, informed test, market survey