

Intisari

ANALISIS SENSORI DENGAN METODE *PROJECTIVE MAPPING* DAN MINAT BELI BROWNIES KRISPI YANG DIFORTIFIKASI *Arthrospira Platensis*

Penambahan *Arthrospira platensis* pada produk *brownies* krispi mulai dikembangkan, sehingga perlu dilakukan pengujian dengan produk *brownies* krispi yang beredar di pasaran. Tujuan penelitian ini yaitu untuk mengetahui karakteristik produk *brownies* krispi *Arthrospira platensis* dibandingkan dengan produk komersial menggunakan metode *projective mapping* serta menganalisis faktor-faktor yang mempengaruhi minat beli konsumen terhadap produk *brownies* krispi *Arthrospira platensis*. Sampel *brownies* krispi yang diuji yaitu *brownies* krispi *Arthrospira platensis* (BR) dan 16 produk *brownies* krispi komersial. Produk *brownies* krispi komersial diberi kode NU, HO, AL, RO, CH, NA, BE, ER, LU, TH, CR, AS, KR, VI, LE, dan GO. Faktor-faktor yang mempengaruhi minat beli dilakukan dengan membagikan kuesioner secara *online* dan dianalisis menggunakan *chi square*. Dalam pengujian *projective mapping* dan pengujian minat beli melibatkan sebanyak 120 orang. Dari pengujian *projective mapping* didapatkan hasil produk *brownies* krispi *Arthrospira platensis* mempunyai atribut aroma yang mirip dengan ER, atribut ketebalan mirip dengan KR, atribut rasa mirip dengan VI dan AL, atribut tekstur mirip dengan AS, atribut warna mirip dengan BE. Pada pengujian minat beli didapatkan hasil bahwa profesi dan percaya *brownies* krispi Spirulina (*Arthrospira platensis*) mendukung kesehatan mempengaruhi ketertarikan responden terhadap pembelian produk *brownies* krispi *Arthrospira platensis* ($p\text{-value} < 0,05$)

Kata kunci : *Arthrospira platensis*, *brownies* krispi, karakteristik, minat beli, *projective mapping*

Abstract

THE SENSORY ANALYSIS USING PROJECTIVE MAPPING METHOD AND BUYING INTENTION OF BROWNIES CRISPY FORTIFIED *Arthrospira platensis*

The addition of *Arthrospira platensis* to brownies crispy products is starting to be developed, so it is necessary to test it with brownies crispy products on the market. The purpose of this study is to determine the characteristic of *Arthrospira platensis* brownies crispy products compared to commercial products using the projective mapping method and analyze the factors that influence consumer buying intention in *Arthrospira platensis* brownies crispy products. The brownies crispy samples tested were *Arthrospira platensis* (BR) brownies crispy and 16 commercial brownies crispy products. The commercial brownies crispy products were coded NU, HO, AL, RO, CH, NA, BE, ER, LU, TH, CR, AS, KR, VI, LE, and GO. Factors that influence purchase intention were carried out by distributing questionnaires online and analyzed using chi square. In testing projective mapping and buying intention testing involved 120 people. From the projective mapping test, the results obtained from the *Arthrospira platensis* brownies crispy product have aroma attributes similar to ER, thickness attributes similar to KR, taste attributes similar to VI and AL, texture attributes similar to AS, color attributes similar to BE. In testing buying intention, it was found that the profession and believing that Spirulina (*Arthrospira platensis*) brownies crispy support health influenced respondent interest in purchasing *Arthrospira platensis* brownies crispy (p-value <0.05).

Keywords : *Arthrospira platensis*, brownies crispy, buying intention, characteristic, projective mapping