



Intisari

PREFERENSI KONSUMEN DAN KANDUNGAN GIZI SNACK RICE PUFF YANG DIPERKAYA *Arthrospira platensis*

Snack rice puff merupakan makanan ringan berbahan dasar beras yang mengalami proses *puffing* dan disalut penyalut berbahan dasar gula. Penambahan bubuk *Arthrospira platensis* pada *snack rice puff* diharapkan mampu meningkatkan kandungan nutrisinya sehingga menjadi produk *snack* tinggi protein. Tujuan penelitian yaitu mengetahui preferensi konsumen, karakteristik rasa dan *aftertaste* serta komposisi gizi *snack rice puff Arthrospira platensis*. Penelitian ini menggunakan Rancangan Acak Lengkap yaitu penambahan bubuk *Arthrospira platensis* sebanyak 2,5% b/b; 5% b/b; 7,5% b/b; 10% b/b dan tanpa penambahan sebagai kontrol. Parameter yang diamati yaitu antioksidan (RSA-DPPH), uji hedonik, karakteristik rasa dan *aftertaste* (Uji *Quantitative Data Analysis* dan *Temporary Dominance Sensations*) serta kandungan gizi. Hasil penelitian menunjukkan bahwa penambahan *Arthrospira platensis* meningkatkan aktivitas antioksidan ($p < 0,05$). Secara sensoris menunjukkan bahwa semakin tinggi konsentrasi *Arthrospira platensis* yang ditambahkan menyebabkan rasa amis dan pahit *Arthrospira*. Dalam rentang waktu pengujian TDS selama 20 detik diungkapkan bahwa rasa dan *aftertaste* pahit amis *Arthrospira* mendominasi produk *rice puff*. Preferensi konsumen melalui uji hedonik menunjukkan bahwa penambahan sampai konsentrasi 10% b/b masih disukai konsumen (skor 5: agak suka). Kandungan gizi *snack rice puff* konsentrasi *Arthrospira platensis* sebesar 2,5% sebagai berikut: kadar air 1,67%, kadar abu 3,31%, protein 8,80%, karbohidrat 88,50%, serat pangan total-3,34% dan kadar lemak berkisar 0,89%. Penambahan *Arthrospira platensis* sebesar 2,5 % b/b menurunkan nilai kekerasan (*hardness*) dibandingkan produk tanpa fortifikasi ($p < 0,05$). Namun, tidak mempengaruhi *cohesiveness* ($p > 0,05$).

Kata Kunci: *Arthrospira platensis*, *snack rice puff*, fortifikasi, Angka kecukupan gizi, Preferensi konsumen

Abstract

CONSUMER PREFERENCES AND NUTRITIONAL CONTENT OF RICE PUFF SNACKS ENRICHED WITH *Arthrospira platensis*

Rice puff snacks are rice-based snacks that undergo a puffing process and are coated with a sugar-based coating. The addition of *Arthrospira platensis* powder to rice puff snacks is expected to increase its nutritional content so that it becomes a high-protein snack product. The purpose of the study was to determine consumer preferences, taste and aftertaste characteristics and nutritional composition of *Arthrospira platensis* rice puff snacks. This study used a Completely Randomized Design, namely the addition of *Arthrospira platensis* powder as much as 2.5% w/w; 5% w/w; 7.5% w/w; 10% w/w and without addition as a control. The parameters observed were antioxidants (RSA-DPPH), hedonic test, taste and aftertaste characteristics (Quantitative Data Analysis and Temporary Dominance Sensations Tests) and nutritional content. The results showed that the addition of *Arthrospira platensis* increased antioxidant activity ($p < 0.05$). Sensorially, it showed that the higher the concentration of *Arthrospira platensis* added, the more fishy and bitter the *Arthrospira* taste. In the TDS test period of 20 seconds, it was revealed that the bitter taste and aftertaste of *Arthrospira* dominated the rice puff product. Consumer preferences through hedonic tests showed that the addition of up to a concentration of 10% w/w was still preferred by consumers (score 5: somewhat liked). The nutritional content of rice puff snacks with a concentration of *Arthrospira platensis* of 2.5% is as follows: water content 1.67%, ash content 3.31%, protein 8.80%, carbohydrates 88.50%, total dietary fiber 3.34% and fat content around 0.89%. The addition of *Arthrospira platensis* of 2.5% w/w decreased the hardness value compared to products without fortification ($p < 0.05$). However, it did not affect cohesion ($p > 0.05$).

Keywords: *Arthrospira platensis*, rice puff snack, fortification, Nutritional adequacy rate, Consumer preference