

**KARAKTERISASI DAN PREFERENSI KONSUMEN TERHADAP  
*MICROGREENS GREEN MUSTARD (Brassica juncea) DI YOGYAKARTA***

**ABSTRAK**

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Aktivitas yang semakin padat meningkatkan kesadaran masyarakat akan pentingnya asupan makanan alami, segar, dan tanpa bahan pengawet, salah satunya dengan mengonsumsi sayuran mentah dan/atau matang. Produk segar yang sedang diminati oleh masyarakat adalah *microgreens* karena dianggap mengandung lebih banyak vitamin dan mineral dibandingkan sayuran dewasa. *Microgreens* di Indonesia masih jarang ditemui yang dibuktikan dengan hanya ada satu perkebunan budidaya *microgreens* di Yogyakarta. Penelitian ini dilakukan untuk mengidentifikasi karakteristik mutu fisik dan kandungan nutrisi, serta preferensi konsumen terhadap atribut sensoris *microgreens green mustard* di Yogyakarta.

Dalam penelitian ini, dilakukan identifikasi karakteristik mutu fisik *microgreens green mustard* meliputi bobot segar dengan neraca analitik, tinggi dengan penggaris, warna dengan Chromameter Konica Minolta CR400 dan RHS Colour Chart, dan tekstur dengan Texture Analyzer Lloyd TAI 1000N. Atribut sensoris meliputi rasa, aroma, tekstur, warna, dan *overall* diukur dengan uji hedonik 7-point scale. Preferensi konsumen diukur dengan kuesioner berskala Likert 5-point meliputi tingkat kepentingan dan tingkat kinerja atribut sensoris.

Karakteristik mutu fisik meliputi bobot segar  $0,049 \pm 0,013$  gram; tinggi  $5,524 \pm 0,916$  cm; *hardness*  $4,254 \pm 0,865$  N; *cohesiveness*  $0,375 \pm 0,095$ ; *gumminess*  $2,150 \pm 2,340$  N; dan warna hijau kekuningan. Kandungan nutrisi berupa vitamin C dan kalsium paling tinggi pada *microgreens green mustard* umur sembilan hari setelah semai. Atribut sensoris yang memiliki tingkat kinerja rendah terhadap nilai kepentingannya adalah rasa.

Kata kunci: fisik, konsumen, *microgreens green mustard*, nutrisi, sensoris

**CHARACTERIZATION AND CONSUMER PREFERENCES TOWARDS  
MICROGREENS GREEN MUSTARD (*Brassica juncea*) IN  
YOGYAKARTA**

**ABSTRACT**

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The increasing pace of activities is enhancing public awareness of the importance of consuming natural, fresh, and additive-free food, particularly raw and mature vegetables. One such product that is currently in demand is microgreens, which are believed to contain more vitamins and minerals compared to mature vegetables. In Indonesia, microgreens are still relatively rare, with only one cultivation site found in Yogyakarta. This study aims to identify the physical quality characteristics and nutritional content, as well as consumer preferences for the sensory attributes of green mustard microgreens in Yogyakarta.

In this study, the physical quality characteristics of green mustard microgreens were identified, including fresh weight with an analytical balance, height with a ruler, color with a Konica Minolta CR400 Chromameter and RHS Colour Chart, and texture with a Texture Analyzer Lloyd TAI 1000N. Sensory attributes, including taste, aroma, texture, color, and overall, were measured using a 7-point hedonic scale. Consumer preferences were measured using a 5-point Likert scale, including the level of importance and performance of sensory attributes.

The physical quality characteristics included fresh weight of  $0.049 \pm 0.013$  grams, height of  $5.524 \pm 0.916$  cm, hardness of  $4.254 \pm 0.865$  N, cohesiveness of  $0.375 \pm 0.095$ , gumminess of  $2.150 \pm 2.340$  N, and a yellowish green color. The nutritional content, particularly vitamin C and calcium, was highest in green mustard microgreens aged nine days after sowing. The sensory attribute with the lowest performance level in terms of importance was taste.

Keywords: consumer, green mustard microgreens, nutrition, physical, sensory.