

**PENGEMBANGAN PRODUK SNACK BAR PANGAN LOKAL BERBASIS
KORO BENGUK (*Mucuna pruriens* L.) DAN UBI JALAR UNGU (*Ipomoea
batatas* L.) MENGGUNAKAN VALUE ENGINEERING**

Intisari

Pasar *snack bar* di Indonesia mengalami peningkatan dalam memenuhi kebutuhan konsumen terhadap makanan ringan yang praktis. Penelitian ini bertujuan mengembangkan *snack bar* pangan lokal berbasis koro benguk dan ubi jalar ungu dengan pemanis stevia sebagai *snack* penunda lapar yang lebih rendah gula, garam, dan lemak, menganalisis pengaruhnya terhadap komposisi kimiawi dan daya terima konsumen *snack bar* di Daerah Istimewa Yogyakarta, serta mendapatkan formula terbaik *snack bar*. Penelitian ini menggunakan metode *value engineering* untuk memperoleh keseimbangan fungsional yang terbaik antara komposisi kimiawi, sensoris, dan biaya produksi sehingga diperoleh *value* tertinggi sebagai perlakuan terbaik. Hasil analisis menunjukkan variasi penambahan koro benguk dan tepung ubi jalar ungu memberikan pengaruh yang nyata terhadap semua atribut mutu kimiawi, namun tidak memberikan pengaruh yang nyata terhadap semua atribut sensoris *snack bar*. Kemudian, penambahan pemanis stevia tidak memberikan pengaruh nyata terhadap mutu kimiawi *snack bar*, tetapi memberikan pengaruh nyata terhadap atribut sensori (rasa dan *aftertaste*). Rekomendasi formula *snack bar* pada penelitian ini yakni pada konsep A1B2 (45% tepung koro benguk : 55% tepung ubi jalar ungu : 3 mL pemanis stevia) memiliki nilai kadar air 16.4%, kadar abu 2.89%, kadar lemak 21.46%, kadar protein 15.85%, kadar karbohidrat 43.40%, total serat pangan 5.70%, gula total 8.96%, dan kadar garam 0.043%. Produk *snack bar* memiliki keunggulan karena lebih rendah kandungan Gula, Garam dan Lemak. Namun, *snack bar* juga memiliki kekurangan karena kadar serat (5.70%) dan protein (15.85%) yang lebih rendah dibanding produk komersial, serta hasil skor tingkat kesukaan produk mutu sensoris dengan skor rerata 4 (Netral). Produk *snack bar* masih perlu dievaluasi untuk meningkatkan performansi produk agar setara dengan produk komersil.

Kata Kunci: *Snack bar*, koro benguk, ubi jalar ungu, pemanis stevia, *healthy snack*.

***PRODUCT DEVELOPMENT OF LOCAL FOOD SNACK BARS BASED ON
MUCUNA BEAN (*Mucuna pruriens* L.) AND PURPLE SWEET POTATO
(*Ipomoea batatas* L.) USING VALUE ENGINEERING***

Abstract

The snack bar market in Indonesia is increasing to meet consumer needs for practical snacks. This study aims to develop a local food snack bar based on koro benguk flour and purple sweet potato with stevia sweetener as a snack lower in sugar, salt, and fat, analyze its effect on the content and acceptability of snack bar consumers in the Special Region of Yogyakarta, and get the best snack bar formula. This study used value engineering method to obtain the best functional balance between chemical composition, sensory, and production cost to obtain the highest value as the best treatment. The results of the analysis showed that variations in the addition of koro benguk and purple sweet potato flour had a significant effect on all quality attributes of the content, but did not have a significant effect on all sensory attributes of snack bars. Then, the addition of stevia sweetener had no significant effect on snack bar content, but had a significant effect on sensory attributes (taste and aftertaste). The recommended snack bar formula in this study is the A1B2 concept (45% koro benguk flour: 55% purple sweet potato flour: 3 mL stevia sweetener) with characteristics of moisture content of 16.4%, ash content of 2.89%, fat content of 21.46%, protein content of 15.85%, carbohydrate content of 43.40%, total dietary fiber of 5.70%, total sugar of 8.96%, and salt content of 0.043%. Snack bar products have the advantage of being lower in sugar, salt and fat content. However, snack bars also have disadvantages due to lower fiber (5.70%) and protein (15.85%) levels compared to commercial products, as well as the results of the sensory quality product liking level score with an average score of 4 (Neutral). Snack bar products still need to be evaluated to improve product performance to be equivalent to commercial products.

Keywords: Snack bar, koro benguk, purple sweet potato, stevia sweetener, healthy snack.