



UJI PENERIMAAN GENERASI Z TERHADAP

MINUMAN *READY TO DRINK* BERBASIS DAUN KELOR

INTISARI

Daun kelor (*Moringa oleifera*) merupakan tanaman lokal yang memiliki potensi tinggi sebagai bahan pangan fungsional karena kandungan nutrisinya yang kaya, seperti vitamin A, vitamin C, kalsium, zat besi, serta senyawa bioaktif seperti flavonoid dan polifenol. Namun, pemanfaatan daun kelor masih terbatas di masyarakat Indonesia karena aroma dan rasa langu yang kurang disukai. Penelitian ini bertujuan untuk mengembangkan minuman fungsional *ready-to-drink* berbasis daun kelor dengan penambahan jahe merah (*Zingiber officinale* var. *rubrum*) dan stevia (*Stevia rebaudiana*) guna meningkatkan karakteristik sensoris dan kualitas kimia minuman.

Penelitian menggunakan metode Taguchi dengan kombinasi dua metode blanching (water blanching dan steam blanching), dua konsentrasi jahe merah (20% dan 30%), dan dua konsentrasi stevia (10% dan 15%). Pengujian sensoris dilakukan oleh panelis tidak terlatih sebanyak 30 orang dengan uji hedonik terhadap atribut warna, aroma, rasa, dan *aftertaste*. Pengujian kimia dilakukan meliputi pH, total padatan terlarut, aktivitas antioksidan (RSA), dan total fenol.

Hasil penelitian ini menunjukkan bahwa formulasi yang paling disukai panelis adalah kombinasi perlakuan daun kelor dengan *pretreatment steam blanching*, jumlah jahe merah 30%, dan jumlah stevia 15%. Formulasi ini efektif menutupi rasa langu daun kelor dan menghasilkan skor sensoris tertinggi. Analisis kimia pada formulasi terpilih menunjukkan hasil yang unggul: pH 5,86; TPT 4,56%; kandungan total fenol 3,79 mg GAE/g. dan aktivitas antioksidan mencapai 64,21%.

Kata Kunci: Antioksidan, Daun Kelor, Jahe Merah, Minuman Fungsional.



ACCEPTANCE TEST OF READY TO DRINK MORINGA LEAF-BASED BEVERAGES AMONG GENERATION Z

ABSTRACT

Moringa leaves (*Moringa oleifera*) are a local plant with high potential as a functional food ingredient due to their rich nutritional content, including vitamin A, vitamin C, calcium, iron, and bioactive compounds such as flavonoids and polyphenols. However, the utilization of moringa leaves remains limited in Indonesian society due to their distinctive aroma and unfavorable taste. This study aims to develop a moringa leaf-based ready-to-drink functional beverage by incorporating red ginger (*Zingiber officinale* var. *rubrum*) and stevia (*Stevia rebaudiana*) to improve its sensory characteristics and chemical quality.

The research was conducted using the Taguchi method, involving a combination of two blanching methods (water blanching and steam blanching), two concentrations of red ginger (20% and 30%), and two concentrations of stevia (10% and 15%). Sensory evaluation was performed by 30 untrained panelists using a hedonic test assessing color, aroma, taste, and aftertaste attributes. Chemical analyses included pH, total dissolved solids, antioxidant activity (RSA), and total phenol content.

The results of this study indicated that the most preferred formulation by the panelists was the combination of moringa leaves with steam blanching pretreatment, 30% red ginger, and 15% stevia. This formulation effectively masked the grassy flavor of the moringa leaves and yielded the highest sensory scores. The chemical analysis of the selected formulation showed superior results: a pH of 5.86; Total Soluble Solids (TSS) of 4.56%; a total phenolic content of 3,79 mg GAE/g; and antioxidant activity 64.21%.

Keywords: Antioxidant, Moringa, Red Ginger, Functional Drink.