

PREFERENSI MINUMAN TEMULAWAK PADA GEN Z

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INTISARI

Rimpang dari *Curcuma xanthorrhiza*, yang dikenal sebagai temulawak atau kunyit jawa, banyak digunakan dalam jamu dan pengobatan tradisional. Generasi Z memiliki potensi pasar global yang strategis karena mereka dapat menjadi pencipta tren yang ada di pasar. Generasi Z merupakan generasi yang lahir tahun 1997 sampai 2012. Pengalaman dan kesan kalangan generasi Z terhadap minuman temulawak serta karakteristik sensoris dari berbagai produk yang positif akan mempermudah diterimanya minuman temulawak di pasaran. Oleh karena itu, dilakukan penelitian preferensi orang terhadap pengalaman minuman temulawak serta penilaian karakteristik sensoris produk minuman temulawak. Hasil penelitian terhadap minuman temulawak menunjukkan adanya kecenderungan membeli produk secara offline; minuman tanpa rasa pahit dan dengan suhu hangat atau dingin; memiliki warna jingga, rasa utama manis, aroma segar, tekstur encer, *aftertaste* manis, dan *mouthfeel smooth* (lancar) atau *watery* (encer); produk berbentuk Minuman Siap Saji (RTD), dan harga kisaran Rp 10.000-Rp 19.999. Karakteristik sensoris produk memiliki lima atribut yang dinilai yaitu aroma, warna, rasa, tekstur, dan keseluruhan. Produk ST memiliki atribut satu aroma yang paling disukai diantara kelima produk. Sedangkan, produk JI memiliki empat atribut sensoris yang paling disukai yaitu warna, rasa, tekstur, dan keseluruhan.

Kata Kunci: temulawak, generasi Z, pengalaman, sensoris

GEN Z's PREFERENCES FOR TEMULAWAK-BASED DRINK

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ABSTRACT

The rhizome of *Curcuma xanthorrhiza*, commonly known as temulawak or Javanese turmeric, is widely used in traditional herbal medicine (jamu) and treatments. Generation Z holds strategic potential in the global market, as they are capable of shaping existing market trends. Generation Z refers to individuals born between 1997 and 2012. The experiences and impressions of Gen Z towards temulawak-based drinks, along with the positive sensory characteristics of various products, can facilitate greater acceptance of temulawak beverages in the market. Therefore, a study was conducted to assess preferences related to the consumption experience of temulawak drinks and the evaluation of their sensory characteristics. The results indicated a tendency among consumers to purchase products offline; a preference for non-bitter drinks served warm or cold; and characteristics such as an orange color, a dominant sweet taste, a fresh aroma, a thin texture, a sweet aftertaste, and a smooth or watery mouthfeel. The preferred product form is Ready-to-Drink (RTD), with a price range between IDR 10,000 and IDR 19,999. The sensory characteristics evaluated included five attributes: aroma, color, taste, texture, and overall impression. Product ST was found to have the most preferred aroma among the five products. Meanwhile, Product JI received the highest preference scores for four sensory attributes: color, taste, texture, and overall impression.

Keywords: temulawak, generation Z, experience, sensory