

INTISARI

ANALISIS KARAKTERISTIK FISIKOKIMIA, PREFERENSI KONSUMEN, DAN NILAI TAMBAH GARAM MANDI YANG DIPERKAYA TEPUNG *Sargassum* sp.

Penelitian ini bertujuan menganalisis karakteristik fisikokimia, nilai tambah dan preferensi konsumen produk garam mandi yang diperkaya 6% tepung *Sargassum* sp.. Karakteristik fisikokimia yang diuji adalah nilai kadar air, nilai pH, tinggi busa, dan waktu larut. Preferensi konsumen diidentifikasi menggunakan analisis Konjoin. Analisis nilai tambah dihitung berdasarkan metode Hayami. Rata-rata nilai kadar air ($1,4 \pm 0,14\%$), nilai pH ($5,01 \pm 0,05$), tinggi busa ($0,47 \pm 0,05$ cm), waktu larut ($1,45 \pm 0,04$ menit). Hasil analisis Konjoin menunjukkan bahwa bahan baku merupakan atribut paling diinginkan dengan *importance value* 27,025 diikuti warna (22,219), aroma (21,592), manfaat (14,665), dan harga (14,498). Analisis nilai tambah menggunakan metode Hayami menghasilkan nilai tambah sebesar Rp49.014 -per kg dengan rasio 47,23%. Angka tersebut tergolong tinggi, sehingga garam mandi yang diperkaya rumput laut berpotensi meningkatkan daya saing garam lokal. Temuan ini menegaskan bahwa diversifikasi garam menjadi produk kosmetik alami tidak hanya sesuai dengan preferensi konsumen, tetapi juga memberikan nilai tambah ekonomi.

Kata kunci: garam mandi, tepung rumput laut, preferensi konsumen, analisis konjoin, nilai tambah

ABSTRACT

ANALYSIS OF PHYSICOCHEMICAL CHARACTERISTICS, CONSUMER PREFERENCES, AND ADDED VALUE OF BATH SALT ENRICHED WITH *Sargassum* sp. FLOUR.

This study aims to analyze the physicochemical characteristics, added value, and consumer preferences of bath salt products enriched with 6% *Sargassum* sp. flour. The physicochemical characteristics tested were water content, pH value, foam height, and dissolution time. Consumer preferences were identified using Conjoint analysis. The added value analysis was calculated using the Hayami method. The average value of water content ($1,4 \pm 0,14\%$), pH value ($5,01 \pm 0,05$), foam height ($0,47 \pm 0,05$ cm), and dissolution time ($1,45 \pm 0,04$ menit). The results of the Conjoint analysis showed that raw materials were the most desired attribute with an importance value of 27.025, followed by color (22.219), aroma (21.592), benefits (14.665), and price (14.498). The added value analysis using the Hayami method resulted in an added value of Rp49,014 per kg with a ratio of 47.23%. This figure is considered high, so seaweed-enriched bath salt has the potential to increase the competitiveness of local salt. This finding confirms that diversification of salt into natural cosmetic products is not only in accordance with consumer preferences but also provides economic added value.

Keywords: *bath salt, seaweed flour, consumer preference, conjoint analysis, value added*