



## INTISARI

### KOMPOSISI KIMIA, SIFAT SENSORIS, DAN DAYA TERIMA ATRIBUT AYAM GORENG MODERN DAN TRADISIONAL

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## INTISARI

Penelitian ini bertujuan untuk mengetahui komposisi kimia, sifat sensoris, dan daya terima atribut ayam goreng modern dan tradisional. Variabel yang diuji yaitu komposisi kimia (kadar air, protein, lemak, dan abu), sifat sensoris (warna, rasa, aroma, tekstur dan daya terima), dan daya terima ayam goreng (warna, rasa, aroma, dan tekstur). Bahan yang digunakan untuk pengujian adalah ayam goreng modern dari Olive Fried Chicken dan ayam goreng tradisional dari Ayam Goreng Suharti. Metode pengujian komposisi kimia menggunakan analisis proksimat, pengujian sifat sensoris menggunakan metode skoring dengan 30 orang panelis tidak terlatih, dan uji daya terima ayam goreng dilakukan dengan survei *directly reported satisfaction*, jenis pertanyaan bertipe *attribute questions*, serta metode *convenience sampling*. Data komposisi kimia dianalisis dengan menggunakan analisis *independent t test*. Data komposisi sensoris diuji dengan analisis statistik non parametrik dengan uji hedonik Kruskal Wallis. Data daya terima atribut produk dianalisis menggunakan *perceived performance*. Hasil uji kimia memperlihatkan bahwa ayam goreng modern mengandung kadar air  $58,39 \pm 1,72\%$ , kadar protein  $17,61 \pm 0,84\%$ , kadar lemak  $5,48 \pm 0,59\%$ , dan kadar abu  $2,18 \pm 0,08\%$ . Ayam goreng tradisional mengandung kadar air  $38,16 \pm 7,53\%$ , kadar protein  $25,77 \pm 2,11\%$ , kadar lemak  $23,30 \pm 4,87\%$ , dan kadar abu  $4,16 \pm 0,70\%$ . Sifat sensoris ayam goreng modern atribut warna sebesar  $4,00 \pm 0,95$ , rasa  $3,9 \pm 0,48$ , aroma  $3,37 \pm 0,67$ , tekstur  $3,96 \pm 0,61$ , dan daya terima  $3,8 \pm 0,61$ . Sifat sensoris ayam goreng tradisional atribut warna sebesar  $3,8 \pm 0,99$ , rasa  $4,2 \pm 0,83$ , aroma  $3,36 \pm 0,85$ , tekstur  $3,37 \pm 0,67$ , dan daya terima  $4,3 \pm 0,69$ . Daya terima ayam goreng atribut warna memperlihatkan rata-rata sebesar  $3,09 \pm 0,59$ , rasa rata-rata sebesar  $3,28 \pm 0,59$ , aroma rata-rata sebesar  $3,17 \pm 0,60$ , dan tekstur rata-rata sebesar  $3,07 \pm 0,68$ . Ayam goreng tradisional memperlihatkan atribut warna rata-rata sebesar  $3,29 \pm 0,60$ , rasa rata-rata  $3,29 \pm 0,63$ , aroma rata-rata sebesar  $3,33 \pm 0,53$ , dan tekstur rata-rata sebesar  $3,29 \pm 0,52$ . Berdasarkan hasil penelitian dapat disimpulkan bahwa ayam goreng modern dan tradisional memiliki perbedaan yang nyata pada komposisi kimia, sifat sensoris atribut tekstur dan daya terima, serta daya terima atribut warna, aroma, dan tekstur.

(Kata kunci: Ayam Goreng, Komposisi kimia, Sifat sensoris, Daya terima atribut ayam goreng)



## ABSTRACT

### **CHEMICAL COMPOSITION, SENSORY PROPERTIES, AND ACCEPTABILITY ATTRIBUTES OF MODERN AND TRADITIONAL FRIED CHICKEN**

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## ABSTRACT

This study aims to determine the chemical composition, sensory properties, and acceptability attributes of modern and traditional fried chicken. The variables tested were chemical composition (water content, protein, fat, and ash), sensory properties (color, taste, aroma, texture and acceptability), and acceptability of fried chicken (color, taste, aroma, and texture). The ingredients used for testing are modern fried chicken from Olive Fried Chicken and traditional fried chicken from Suharti Fried Chicken. Chemical composition testing using proximate analysis method, sensory properties testing using scoring method with 30 untrained panelists, and fried chicken acceptance test conducted by direct reported satisfaction survey, attribute questions type, and convenience sampling method. Chemical composition data were analyzed using independent t test analysis. Sensory properties data were tested by non parametric statistical analysis with the Kruskal Wallis hedonic test. Acceptability attributes data were analyzed using perceived performance. Chemical test results showed that modern fried chicken contains moisture content of  $58.39 \pm 1.72\%$ , protein content of  $17.61 \pm 0.84\%$ , fat content of  $5.48 \pm 0.59\%$ , and ash content of  $2.18 \pm 0.08\%$ . Traditional fried chicken contains water content of  $38.16 \pm 7.53\%$ , protein content of  $25.77 \pm 2.11\%$ , fat content of  $23.30 \pm 4.87\%$ , and ash content of  $4.16 \pm 0.70\%$ . Sensory properties of modern fried chicken color attribute of  $4.00 \pm 0.95$ , flavor  $3.9 \pm 0.48$ , aroma  $3.37 \pm 0.67$ , texture  $3.96 \pm 0.61$ , and acceptability  $3.8 \pm 0.61$ . Sensory properties of traditional fried chicken color attributes of  $3.8 \pm 0.99$ , flavor  $4.2 \pm 0.83$ , aroma  $3.36 \pm 0.85$ , texture  $3.37 \pm 0.67$ , and acceptability  $4.3 \pm 0.69$ . Fried chicken acceptability color attributes showed an average of  $3.09 \pm 0.59$ , average flavor was  $3.28 \pm 0.59$ , average aroma was  $3.17 \pm 0.60$ , and average texture amounting to  $3.07 \pm 0.68$ . Traditional fried chicken shows an average color attribute of  $3.29 \pm 0.60$ , an average flavor of  $3.29 \pm 0.63$ , an average aroma of  $3.33 \pm 0.53$ , and an average texture of  $3.29 \pm 0.52$ . Based on the results of the study it can be concluded that modern and traditional fried chicken has a significant difference in chemical composition, sensory properties of texture attributes and acceptability, as well as the acceptability of color, aroma and texture attributes. (Keywords: Fried chicken, Chemical composition, Sensory properties, Acceptability attributes of fried chicken)



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