

**PENGGUNAAN PENGUJIAN SENSORIS UNTUK REFERENSI  
PERBAIKAN PRODUK GULA PG MADUKISMO, BANTUL,  
YOGYAKARTA**

Oleh:

Dhea Rizky Oktalia Widodo

**ABSTRAK**

PG Madukismo adalah satu-satunya pabrik gula dan pabrik alkohol/spirtus di Daerah Istimewa Yogyakarta yang mengemban tugas untuk mensukseskan program pengadaan pangan Nasional, khususnya Gula Pasir. Produksi utamanya berupa gula pasir yang hanya memasarkan produknya di daerah sekitar Yogyakarta dan Jawa Tengah. Penelitian ini membandingkan produk gula pasir PG Madukismo dengan produk gula pasir komersial lain yang sudah memasarkan produknya ke seluruh Indonesia dari sisi atribut sensoris seperti warna, rasa, harga, dan keseragaman. Tujuannya memberikan referensi perbaikan agar produk gula pasir dari PG Madukismo sesuai dengan penilaian dan kesukaan konsumen karena atribut sensoris mempengaruhi kualitas dan juga daya terima konsumen terhadap produk. Perbandingan penilaian atribut sensoris produk gula pasir seperti warna, rasa, harga dan keseragaman dilakukan dengan uji skoring dan uji kesukaan antara dua jenis gula pasir yang berbeda. Data hasil pengujian dianalisis secara statistik dan data hasil uji skoring dan uji kesukaan dianalisis dengan metode *Mann Whitney U Test* menggunakan aplikasi SPSS versi 25.0.

Hasil penelitian uji skoring dan uji kesukaan menunjukkan bahwa Penilaian uji skoring karakteristik produk gula madukismo lebih coklat, harga yang murah, rasa manis, dan butiran gula tidak seragam. Pada produk komersial lain memiliki karakteristik warna lebih putih, rasa tidak terlalu manis, butiran gula yang seragam dan harga yg lebih mahal. Penilaian uji kesukaan pada produk gula madukismo atribut harga dan rasa lebih disukai konsumen. Namun pada produk gula pasir komersial lain konsumen lebih menyukai atribut warna dan keseragaman. perbaikan yang perlu dilakukan oleh PG.Madukismo yaitu dari atribut warna dan keseragaman.

Kata kunci : *Gula Pasir, Mann Whitney U Test, PT Madubaru, Uji Skoring, Uji Kesukaan*

---

Mahasiswa Program Studi Diploma III Agroindustri, Sekolah Vokasi,  
Universitas Gadjah Mada

## **USE OF SENSORICAL TESTING FOR REFERENCE REPAIR OF SUGAR PRODUCTS PG MADUKISMO, BANTUL, YOGYAKARTA**

By:

Dhea Rizky Oktalia Widodo

### **ABSTRACT**

PG Madukismo is the only sugar factory and alcohol / liquid factory in the Special Region of Yogyakarta that has the task of making the National food procurement program a success, especially Granulated Sugar. Its main production is granulated sugar which only markets its products in the area around Yogyakarta and Central Java. This study compares the sugar products of PG Madukismo with other commercial sugar products that have marketed their products throughout Indonesia in terms of sensory attributes such as color, taste, price and uniformity. The aim is to provide a reference for improvement so that the sugar products from PG Madukismo are in accordance with the ratings and preferences of consumers because sensory attributes affect the quality and also the consumer's acceptance of the product. Comparison of the assessment of sensory attributes of granulated products such as color, taste, price and uniformity was done by scoring test and test of preference between two different types of granulated sugar. The test results data were analyzed statistically and the data from the scoring test and preference test were analyzed using the Mann Whitney U Test method using the SPSS version 25.0 application.

The results of the scoring test and the preference test showed that the scoring test characteristics of the products of the Madukismo sugar were more brown, the prices were cheap, the taste was sweet, and the sugar granules were not uniform. Other commercial products have whiter color characteristics, not too sweet taste, uniform sugar granules and more expensive prices. The test of preference for the Madukismo sugar product is the price attribute and the consumer's preferred taste. But in other commercial granulated products consumers prefer color attributes and uniformity. improvements that need to be made by PG Madukismo, namely from color attributes and uniformity.

Key words: *Mann Whitney U Test, PT Madubaru, Scoring Test, Sugar, Test Of Preference*

---

Student of Agroindustry Diploma III Study Program, Vocational School, Gadjah Mada University