

INTISARI

Produk *dark chocolate bar* karotenoid *Spirulina* saat ini telah dikembangkan. *Dark chocolate bar* karotenoid *Spirulina* perlu diuji dengan produk sejenis di pasaran untuk mengetahui preferensi, persepsi, dan minat beli konsumen terhadap produk. Tujuan dari penelitian ini yaitu mengetahui preferensi dan persepsi konsumen terhadap produk *dark chocolate bar* karotenoid *Spirulina* dan produk *dark chocolate bar* komersial serta mengetahui faktor-faktor yang mempengaruhi minat beli konsumen terhadap *dark chocolate bar* karotenoid *Spirulina*. Preferensi konsumen diuji menggunakan metode *projective mapping* (PM), sampel terdiri dari *dark chocolate bar* karotenoid *Spirulina* serta *dark chocolate bar* komersial. Sebanyak 41 orang panelis tidak terlatih digunakan sebagai subjek pengujian ini. Penentuan faktor-faktor yang mempengaruhi minat beli konsumen dilakukan melalui penyebaran kuesioner kepada 92 orang (41 responden PM dan 51 responden non PM) dan diuji dengan metode *chi-square*. *Dark chocolate bar* komersial yang digunakan dalam uji PM sebanyak 10 merk yang diberi kode SQ, M5, M6, M7, DC, WD, TB, BB, LD, dan DV. Hasil uji PM menunjukkan bahwa persepsi konsumen tentang *Dark chocolate bar* karotenoid *Spirulina* yaitu memiliki rasa, kenampakan, tekstur, dan harga yang mirip dengan beberapa *dark chocolate bar* komersial, sehingga produk *dark chocolate bar* karotenoid *Spirulina* bisa bersaing dengan produk *dark chocolate bar* di pasaran. Hasil uji *chi-square* menunjukkan bahwa faktor yang mempengaruhi minat beli produk *dark chocolate bar* karotenoid *Spirulina* yaitu pengetahuan tentang manfaat mengkonsumsi cokelat batang dan kondisi saat mengkonsumsi cokelat batang. Faktor tersebut bisa menjadi pertimbangan dalam penyusunan strategi pemasaran.

Kata kunci: *dark chocolate bar*, minat beli, nanokapsul karotenoid *Spirulina platensis*, preferensi konsumen

ABSTRACT

Dark chocolate bar fortified with *Spirulina* carotenoid product has been developed. Dark chocolate bar fortified with *Spirulina* carotenoid needs to be tested with similar products on the market to determine consumer preferences, perceptions, and desire for buying the product. The purpose of this study is to determine consumer preferences for dark chocolate bar fortified with *Spirulina* carotenoid products and to know the factors that influence consumers' purchase desired for dark chocolate bar fortified with *Spirulina* carotenoid. Consumer preferences were tested using the projective mapping (PM) method, the sample consisted of dark chocolate bar fortified with *Spirulina carotenoid* and commercial dark chocolate bar. A total of 41 untrained panelists were used as the test subjects. Determination of factors that influence consumers' purchase desired is done by distributing questionnaires to 92 people (41 PM respondents and 51 non PM respondents) and analyzed using chi-square method. Commercial dark chocolate bar used in the PM test consisted of 10 brands that were coded SQ, M5, M6, M7, DC, WD, TB, BB, LD, and DV. PM test results show that consumers' perceptions of dark chocolate bar fortified with *Spirulina* carotenoid are similar in taste, appearance, texture, and price to some commercial dark chocolate bar, so dark chocolate bar fortified with *Spirulina* carotenoid products can compete with dark chocolate bar products in the market. The results of the chi-square test show that the factors that influence the purchase intention of dark chocolate bar fortified with *Spirulina* carotenoid are knowledge about the benefits of consuming chocolate bars and the conditions when consuming chocolate bars. These factors can be considered in the preparation of a marketing strategy.

Keywords: consumer preference, dark chocolate bar, purchase desired, *Spirulina platensis* carotenoid nanocapsules