

## Intisari

Penelitian ini bertujuan untuk mengetahui pengaruh penambahan rasa terhadap nilai gizi dan penerimaan konsumen terhadap produk udang *crispy*. Penelitian ini menggunakan metode eksperimental Rancangan Acak Lengkap (RAL) yang terdiri dari lima perlakuan yakni p1 (tanpa penambahan rasa), p2 (margarin 3%), p3 (rasa jagung 1,5%), p4 (rasa keju 5%), dan p5 (cabai bubuk 0,5%) dengan tiga kali ulangan. Hasil penelitian menunjukkan bahwa udang *crispy* dengan penambahan rasa memberikan pengaruh terhadap rendemen, kekerasan, kadar air, kadar abu, kadar protein, dan kadar lemak, namun tidak mempengaruhi kadar karbohidrat. Udang *crispy* tanpa penambahan rasa menghasilkan nilai gizi yang baik dengan kadar air 5,52%, kadar abu 4,68%, kadar protein 22,17%, kadar lemak 26,64%, dan kadar karbohidrat 46,67%. Hasil uji kesukaan konsumen menunjukkan bahwa terdapat pengaruh yang signifikan terhadap kenampakan, kerenyahan, dan rasa akan tetapi tidak mempengaruhi aroma udang *crispy*. Nilai kesukaan konsumen dipengaruhi oleh kelompok umur. Perlakuan yang disukai konsumen anak-anak, dewasa, dan orangtua adalah udang *crispy* dengan rasa cabai bubuk, sedangkan konsumen remaja menyukai udang *crispy* dengan rasa keju.

Kata kunci : udang *crispy*, rasa, nilai gizi, penerimaan konsumen, umur konsumen

### *Abstract*

This research aimed to determine the effect of addition flavour to the nutritional value and consumer acceptance of crispy shrimp. The research used completely randomized design (CRD) experimental methods with five treatments p1 (without the addition of flavor), p2 (margarine 3%), p3 (corn flavour 1,5%), p4 (cheese flavour 5%), and p5 (chili powder 0,5%), each treatment repeated three times. The results showed that addition flavour of crispy shrimp give effect to the yield, hardness, moisture content, ash content, protein content, and fat content, but does not affect on the carbohydrates content. Crispy shrimp without the addition of flavour produces good nutritional value with a water content of 5.52%, 4.68% ash content, protein content of 22.17%, 26.64% fat, and carbohydrate content of 46.67%. A consumer test results indicate that there are significant influence to the appearance, crispness, and taste, but does not affect the odour of crispy shrimp. A value of consumers is influenced by age groups. Consumers of children, adults, and parents are preferred crispy shrimp with chili powder, while the teen consumers prefer crispy shrimp with cheese flavour.

Keywords: crispy shrimp, flavour, nutritional value, acceptance of the consumer, the consumer age