

**EFFECT OF BEEF GELATIN AND SUGAR CONCENTRATION
ON PERMEN JELLY ROSELLA AGAINST
CONSUMER LEVEL**

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ABSTRACT

Rosella (*Hibiscus sabdariffa* Linn) is a kind of hibiscus plant (*Hibiscus rocasinensis*), including a group of shrubs or shrubs which are seasonal plants. Rosella plants have many benefits ranging from stems that can be used as burlap sacks, leaves can be used as cosmetics and flowers that have a variety of properties. Maryani and Kristiana (2005) stated that rosella calyx boiled with water is efficacious as a urine laxative and stimulates the release of bile from the liver (chloretic), lowers blood pressure (hypotensive), reduces viscosity (viscosity) of blood, and increases intestinal peristalsis. This research was conducted to determine the interaction between beef gelatin and sugar to determine the level of consumer preference. This research was carried out on January 13-20 2020 at the Laboratory of Agricultural Polytechnic Product Processing in Jember. The experimental design used was a Factorial Randomized Block Design (RBD) consisting of 2 factors with 3 replications. The first factor is the concentration of beef gelatin (G), namely G1 30 gram beef gelatin, 40 gram beef gelatin G2, and 50 gram beef gelatin G3. The second factor is Sugar (F), namely 150 grams of F1 sugar, 200 grams of sugar F2, and 250 grams of sugar F3. Observed data obtained were tested using the F (Anova) test and if it showed significant or significantly different results, further tests were carried out with the Least Significant Difference (LSD) at the 5% level. The results showed that the treatment of gibberellins concentration and interaction of beef gelatin concentration and sugar gave a real influence on the color and suppleness of jelly rosella candy, treatment of beef gelatin concentration gave a very real effect on color, taste, suppleness, the effect of adding sugar had a very real effect. on taste and has no real effect on color.

Keyword : Sugar, rosella, beef gelatin, consumer level