

**EFFECT OF THE USE OF LIQUID SUGAR ON PURPLE
ROSELLA CALIX SYRUP (*Hibiscus sabdariffa* L.)
ON LEVEL OF LIKED
CONSUMER**

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ABSTRACT

Rosella (*Hibiscus sabdariffa* L.) has been widely distributed in tropical and subtropical areas including Indonesia. This plant produces flower petals (kaliks) throughout the year which can be used as raw materials for drinks and food. Kalix rosella is known to contain many health benefits. Moreover, the calyx used purple rosella which is a darker color compared to other rosellas. The darker the color, the more sour the taste and the higher the anthocyanin levels in it. This study aims to determine the effect of the use of brown sugar in rosella syrup on the level of consumer preference based on the parameters of color, aroma, taste and viscosity. This study consisted of 5 treatments with liquid brown sugar concentration levels R1 (33.34%), R2 (35.48%), R3 (37.50%), R4 (39.39%), and 1 treatment as a comparison, namely brewed with sugar R0 (35.48%). The results showed that the use of liquid brown sugar in purple calyx rosella syrup had an effect on all parameters, namely color, aroma, taste and viscosity, on the level of consumer preference. The R2 treatment had the highest level of preference for the color and taste parameters, the aroma parameter was found in the R1 treatment, and the viscosity parameter was found in the R3 treatment.

Keywords: Liquid Brown Sugar Use, Purple Rosella