

***The Effect Of Adding Rosella Flower Extract (Hibiscus sabdariffa) As Natural Dyes In Jelly Making On The Levels Consumer Favor***

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***ABSTRACT***

*Rosella, with the Latin name (Hibiscus sabdariffa) is one type of herbaceous plant. One part of the rosella flower that is often used is the petals of the rosella flower, which have many benefits and are suitable for health, Rosella is also widely developed for various products because the color of the rosella flower petals is attractive and has a distinctive aroma and sour taste fresh because the rosella flower petals contain anthocyanin pigments. This study aims to determine the effect of adding rosella flower extract as a natural dye in the manufacture of jelly to consumer preference and the level of durability of jelly using natural preservatives from rosella flower extract. This study consisted of 5 treatments with the addition of rosella flower extract P1(15%), P2(30%), P3(45%), P4(60%), and one treatment as a comparison without the addition of rosella extract P0 (control). The results showed that the addition of rosella flower extract to jelly affected the level of consumer preference. The treatment that had the highest level of preference was P2 with the addition of 30% rosella extract, while P4 had the highest level of durability either stored outside the room or stored in a refrigerator.*

***Key words : Red rosella, the addition of rosella extract***