

CONSUMER LEVEL TEST TO ROSELLA SYRUP (*Hisbiskus Sabdariffa L.*) USING SUGAR SWEETNESS CORN (*Zea Mays L.*)

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ABSTRACT

This study aims to determine the level of consumer preference for rosella syrup with the addition of corn sugar based on taste, aroma, color, and viscosity. This organoleptic test was carried out at the Plantation Processing Laboratory of the Jember State Polytechnic. The experimental design used was a non-factorial randomized block design (RAK) consisting of 3 treatments P1(25), P2(37.5), P3(50), and Parameters observed were taste, aroma, color, and viscosity. Analysis of the data obtained from observations using analysis of variance (Anova) at 5% level with the F table test, if there is a significant difference between treatments, it is continued with the 5% BNT test. The results showed that the testing of rosella syrup with the addition of corn sugar on the parameters of preference for taste was significantly different, the parameters for liking for aroma were not significantly different, the parameters for liking for thickness were not significant, and parameters for liking for color were not significantly different.

Keyword : rosella syrup, corn sugar