

**ORGANOLEPTIC TEST OF AGARDEN WITH
ADDITIONAL ROSELLA FLOWER EXTRACT
(*Hibiscus sabdariffa* L.) ON LEVEL
CONSUMER'S FAVOR**

Guided by Ir. Titien Fatimah, MP.

Dwi Putri Ningrum
Plantation Cultivation Study Program
Department of Agricultural Production

ABSTRACT

*Rosella (*Hibiscus sabdariffa* L.) is a plant from the hibiscus family. This plant is an annual plant with a height that can reach 3-5 meters. Rosella is cultivated using both seeds and stem cuttings. The part of rosella that can be processed into food and beverage ingredients is the flower petals which have a fresh sour taste. This part of the petals is rich in high anti-oxidants which act as free radical scavengers which are often used as natural dyes. The active substances found in rosella which can be used as natural dyes are anthocyanins. This study aims to determine the effect of the addition of rosella flower extract in the manufacture of agar-agar on the level of consumer preference and find out how long the shelf life of agar-agar with the addition of rosella flower extract. This study consisted of 6 treatments, namely P0 = without the addition of rosella flower extract and the treatment with the addition of rosella flower extract, namely P1 (0.8%), P2 (1.6%), P3 (2.4%), P4 (3.2 %) and one treatment, namely the Jellygar brand as a comparison product. The results showed that the addition of rosella flower extract to agar had an effect on the level of consumer preference. Treatment P4 has the highest level of preference for color, treatment P3 has the highest level of preference for aroma parameters, taste parameters are found in treatment P1, overall parameters are in treatment P0, texture parameters are in treatment P5, after taste parameters are in treatment P0. While P4 has the best shelf life whether stored outdoors or indoors.*

Keywords : Rosella, rosella extract,