

***Addition of Stevia Leaf Powder to Arabica Coffee  
Drinks on the Level of Consumer Preference***

Sepdian Luri Asmono, SST., MP. as chief counselor  
**Alkuin Bangkit Kristiawan**  
**Study Program of Plantation Crop Cultivation**  
**Majoring of Agricultural Production**

***ABSTRACT***

*Coffee is one of the beverage ingredients that have been recognized by the Indonesian people. Coffee lovers have various tastes, some of them like the taste of pure coffee without any additions, but some also choose to add sugar as a sweetener to their coffee. Stevia is an alternative to natural sweeteners. However, in Indonesia, the stevia plant has not shown a significant role as a source of sweetener commodities. This study aims to determine the effect of adding stevia leaf powder to arabica coffee drinks on consumer preference. This research used a non-factorial randomized block design with 5% BNJ Advanced Test which consisted of 5 treatments, namely K1 (0 gr), K2 (0.5 gr), K3 (1 gr), K4 (1.5 gr) and K5 (2 gr). The results showed that treatment of K1 (0 gr) was the most preferred for aroma and aftertaste parameters, treatment of K3 (1 gr) was most preferred for taste and treatment of K2 (0.5 gr) was most preferred for viscosity parameters.*

***Keywords: Stevia leaf powder, Arabica coffee***