

The Effect of the Old Roasting of Arabica Coffee on the Level of Consumer Preference

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ABSTRACT

Coffee is one of the most famous examples of drinks in the community. Coffee is popular because of its distinctive taste, Arabica coffee has different tastes, acids, colors, bodies and aromas which are all different and depend on the long roasting process. This study aims without looking at the effect of the duration of roasting Arabica coffee on the level of consumer preference. The research method used sign test analysis with the first treatment, namely: A1 (8 minutes long), A2 (9 minutes long), A3 (10 minutes long), A4 (11 minutes long), and A5 (12 minutes long) The observed variables were taste, acidity, color, body and aroma. research variables analysis in sign test. The results showed that from several treatments, the duration of roasting treatment on Arabica coffee showed the results of the level of preference in consumers starting from the taste, the highest value was found in treatment A2 (9 minutes long) with a proportion value of 37.50%, the acidity parameter was the highest value in treatment A2 (9 minutes) with a proportion of 37.50%, the highest value parameter was treatment A2 (duration 9 minutes) with a proportion of 37.50%, the highest parameter value was treatment A2 (duration 9 minutes) with a proportion of 37.50%, and aroma parameter the highest value of treatment at A2 (9 minutes long) with a proportion of 37.50%.

Keywords: Old Roasting Arabica Coffee, Organoleptic Test