

**THE EFFECT OF ADDING ROSELLA FLOWER EXTRACT  
(*Hibiscus sabdariffa*) AS A NATURAL COLOR IN MAKING  
JELLY CANDY ON CONSUMER LIKE LEVEL**

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**ABSTRACT**

Rosella (*Hibiscus sabdariffa*) is one of the shrubs or bushes that have many benefits for life, starting from the stem can be used as a sack, the leaves as a cosmetic ingredient and the flower petals have many benefits for human health. However, the benefits of the rosella plant have not been optimally utilized by the community. In this study, rosella flowers were extracted to be used as a natural dye. The purpose of the study was to determine the effect of adding rosella flower extract as a natural dye in making jelly candy on the level of consumer preference. The research method used RAK (Rancangan Acak Kelompok) with statistical data analysis using *Analysis Of Variance* (Anova), where data was obtained through a questionnaire with a group of panelists aged 18-25 years. This study consisted of 5 treatments with the addition of rosella extract P1 (10%), P2 (20%), P3 (30%), P4 (40%) and one treatment as a comparison, namely without the addition of rosella flower extract P0 (control). The results showed that the preference was higher for jelly candy added with rosella flower extract as much as 30% compared to jelly candy without the addition of extract (P0). Likewise, the aroma, taste, and texture of jelly candy with the addition of 30% rosella flower extract (P3) were also preferred.

**Keywords:** *Rosella (Hibiscus sabdariffa), jelly candy, Analysis Of Variance (ANOVA), RAK (Rancangan Acak Kelompok)*