

**THE EFFECT OF ADDITIONAL GINGER (*Zingiber officinale*)
ON SYRUP ROSELLA (*Hibiscus sabdariffa* L.)
TOWARD THE LEVEL OF LIKE
CONSUMER**

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ABSTRACT

Rosella is a shrub which is thought to have originated from East India. Rosella plant (*Hibiscus sabdariffa* L.) has spread widely to tropical and subtropical areas including Indonesia. This plant grows from seeds that can reach 3-5 meters in height and produces flowers throughout the year. The flower petals or calix rosella are dark red (Rahmawati, 2012). These flower petals can be used as raw material for drinks and food. The research was carried out starting in January 2020. Located in the laboratory for processing agricultural plant products. This study used a non-factorial randomized block design (RBD) consisting of 4 treatments of adding ginger (0 gr, 50 gr, 100 gr, and 150 gr). Analysis of data obtained from observations using analysis of variance (ANOVA) level of 5% with F table test. If there is a significant difference between treatments, then it is followed up with the BNT 5%. Based on the results and discussion of the research, it can be concluded that the addition of ginger to rosella syrup has an effect on the level of consumer preference on the parameters of color, taste, aroma but does not significantly affect the viscosity parameter. The formula that has the highest level of preference is based on color parameters with the addition of 100 grams of ginger, while for aroma and color parameters with the addition of 150 grams of ginger, and viscosity with the addition of 50 grams of ginger.

Key words : Rosella Syrup, Ginger Addition, Consumer Favorite