

**ORGANOLEPTIC TEST ON THE SYRUP OF ROSELLA (*Hibiscus  
sabdariffa L.*) WITH THE ADDITION OF RED  
LIQUID SUGAR TO THE LEVEL OF  
ADVANTAGECONSUMER**

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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 in 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. This study aims to determine the level of consumer preference for differences in the concentration of brown sugar in rosella syrup and to determine the brown sugar flavored rosella syrup formula that consumers prefer. This research was conducted at the Laboratory of Agricultural Crop Product Processing, Jember State Polytechnic Engineering from November 2019 to January 2020. This study used a non-factorial randomized block design (RAK) consisting of 4 treatments of adding liquid brown sugar (0 ml, 100 ml), 150 ml, 200 ml and 250 ml). 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 5% LSD test. The results showed that the addition of brown sugar to rosella syrup affected the level of consumer preference on the parameters of color, taste, and thickness. The formula that has the highest preference level is based on color parameters with the addition of 200 ml liquid brown sugar, while for aroma and taste parameters with the addition of 250 ml liquid brown sugar, and viscosity with the addition of 250 ml liquid brown sugar.

**Keywords:** Rosella, Addition of Liquid Brown Sugar.