

# **THE EFFECT OF THE LENGTH OF TIME AND THE FERMENTATION MATERIAL OF ROBUSTA COFFEE ON THE PHYSICAL CHARACTERISTICS AND PREFERENCES OF CONSUMERS**

Guided by Anni Nuraisyah S.TP. M.Si.

**Aditya Maulana Bangan Pratama Putra**

Plantation Plant Cultivation Study Program

## **ABSTRACT**

Coffee is one of Indonesia's mainstay commodities which is a source of income for farmers. One of the methods that can be used to improve the quality of *robusta coffee greenbeans* is through a fermentation process that is able to improve the taste and economic value of coffee. This study aims to analyze the length of time and fermentation of robusta coffee, determine the physical characteristics, and determine the organoleptic test values favored by consumers. The research was carried out in July 2024 – September 2024, in processing laboratories and public places. The research design that will be used in this study is a factorial complete random design (RAL) with 2 factors, namely the length of fermentation time and the fermentation material. The parameters observed included yield, moisture content, density. The results of significant data were further tested using BNJ. The results of the study were in the form of the length of time and fermentation materials on the physical characteristics and preferences of consumers. The results of the study on *the parameters of greenbean weight*, and different moisture content are not real. The length of time robusta coffee ferments has an unreal effect on the physical characteristics and preferences of consumers. The fermented ingredient of robusta coffee has an intangible effect on the physical characteristics and preferences of consumers. The interaction of long time and fermented ingredients of robusta coffee has an intangible effect on the physical characteristics and preferences of consumers.

Keywords: Robusta coffee, fermentation, physical characteristics, and consumer preference