

Pengaruh Rasio Penyeduhan Dan Lama Waktu Ekstraksi Terhadap Kesukaan Konsumen Pada Minuman Cold Brew Kopi Arabika (*Coffea arabica*) Ijen. *The Effect of Brewing Ratio and Extraction Time on Consumer Preference for Arabica Coffee (Coffea arabica) Ijen Cold Brew Beverage..*

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ABSTRACT

This study aimed to determine the effect of brewing ratio and extraction time on consumer preference for Arabica coffee (Coffea arabica) Ijen cold brew. The research was conducted at the Agricultural Product Processing Laboratory of Politeknik Negeri Jember from May to June 2025 using a factorial Randomized Block Design (RBD) with two factors: brewing ratio (1:15, 1:20, and 1:25) and extraction time (10, 20, and 30 hours). The observed variables included organoleptic attributes (color, aroma, taste, body, aftertaste, and overall) evaluated by 31 panelists, and pH measurement. The results showed that the brewing ratio significantly affected taste, body, aftertaste, overall acceptance, and pH, while extraction time significantly influenced color, body, aftertaste, overall acceptance, and pH. The interaction of both factors had a significant effect only on pH. The best treatment was obtained at a 1:25 ratio with a 20-hour extraction time (K2P1), which produced the highest pH value (4.517) and the highest preference score for aftertaste and overall acceptance. This study provides references for businesses and consumers in selecting optimal cold brew coffee brewing techniques.

Keywords: *Cold brew, Arabica coffee, organoleptic, brewing ratio, extraction time, pH.*