

***The Effect of Adding Cinnamon Powder on Sensory Characteristics and
Consumer Acceptance of Kawa Tea***

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ABSTRACT

Coffee plants (Coffea sp.) are a strategic commodity of Indonesia in the agricultural and trade sectors, but their utilization is still limited to coffee beans as a beverage ingredient. Other parts of the plant, such as leaves, have not been widely optimized even though they have economic potential as raw materials for alternative products such as herbal tea. In this case, it is necessary to conduct research on the development of coffee leaf tea drinks brewed with additional supporting ingredients, namely cinnamon. This research took place from April 29, 2025 to June 23, 2025, using a Completely Randomized Design (CRD) with a control treatment formulation or without the addition of cinnamon, the addition of 10% cinnamon, the addition of 20% cinnamon, the addition of 30% cinnamon, the addition of 40% cinnamon, and the addition of 50% cinnamon. Each combination was tested using organoleptic tests (color, aroma, taste, viscosity, aftertaste, and overall) by 25 semi-trained panelists. The results showed that the effect of cinnamon powder on tea kawa significantly affected the color parameters on the level of panelist preference with the best formulation resulting from the panelist value on the color sensory attribute was found in the addition of 30% cinnamon with the highest score of 8.66. On the other hand, the aroma, viscosity, and aftertaste parameters showed no significant effect but each had the highest score. The aroma parameter panelists gave the highest value to the control treatment or without the addition of cinnamon with a score of 8.19. Then on the taste sensory attribute, panelists gave the highest value to the addition of 30% cinnamon with a score of 7.42. On the viscosity parameter, panelists gave the highest value to the control treatment or the addition of cinnamon with a score of (7.79). The highest level of panelist preference for aftertaste was found in the control or without the addition of cinnamon with a score of 7.60. However, overall kawa tea with varying cinnamon concentrations showed that increasing cinnamon concentration had no significant effect on the organoleptic aspects of tea.

Key Words: Cinnamon, Kawa tea, Tea organoleptic test.