

# **SALT CONCENTRATION DIFFERENCE AND SALTED EGGS ON OLD WRAPPING LIKES THE LEVEL OF CUSTOMER**

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## **ABSTRACT**

Salted egg is the technology of farms that demand is quite a lot. The purpose of this study were (1), to determine the concentration of salt and the old dressing in the making salted eggs on the level of consumer preferences. (2), to determine the concentration of salt and old dressings appropriate, in accordance with the level of consumer customers. This type of research is experimental. The experimental design used was completely randomized design (CRD). The treatment used is a salt concentration of 25% and 30% with long pembautan (7, 10 and 14 days). A level parameters were observed among the other A whole salted egg, salted egg flavor, kemasiran salted egg, salted egg color, and aroma of salted egg. Data were analyzed using analysis of variance followed by a further test HSD if there is a difference. The test results showed organoleptic terms of overall preference level salted eggs ranged between 3:08 to 3:54 with the criteria rather like to like, where the results of the calculation of variance that the concentration of salt and old dressings do not affect the level of consumer preferences in the overall favorite. Based on the test results up honestly significant difference (HSD) showed that the difference in salt concentration factor of 25% was significantly different from a salt concentration of 30%. While in the old factor wrapping a further test results honestly significant difference (HSD) showed that 14 days old dressings significantly different from the old 7 days and 10 days old dressings. As for the parameters of taste and kemasiran result of calculation of variance that all treatment concentrations of salt and old dressings do not affect the level of consumer preferences in taste and aroma of salted egg and the color and aroma of salted egg where the results of the calculation of variance that the interaction of the salt concentration and a long dressing effect the level of consumer preferences on the color and aroma of salted egg. The concentration of salt and old dressings that produce salted egg aroma and color that consumers preferred is a salt concentration of 25% and a long dressing 14 days. Making salted eggs, that consumers preferred that the salt concentration of 25% and a long dressing 14 days.

Keywords: salted egg, salt concentration, long dressings, consumer preferences