

**ORGANOLEPTIC TEST OF JELLY ROSELLA CANDY WITH  
VARIATIONS OF ADDITION OF STEVIA SUGAR  
AGAINST CONSUMER LEVEL**

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**ABSTRACT**

Roselle is a fiber plant that is widespread in tropical and subtropical areas. Roselle grows to a height of 3-5 meters and produces dark red flowers. Stevia sugar is a natural sweetener from stevia leaves that has been used for years by several countries such as Japan and South America. The quality of stevia sugar is based on its aroma, taste, appearance and level of sweetness. However, the level of consumption of these two commodities is not balanced by the level of production, so that in order to increase public consumption it is necessary to develop the processing of Roselle and Stevia crops through organoleptic tests. Organoleptic test is a food object test system that uses sensory organs. Data collection was obtained by performing 6 treatments and using a non-factorial randomized block design, including PO (market blending), P1 (30% stevia + 70% cane sugar), P2 (35% stevia + 65% cane sugar), P3 (40% stevia + 60% cane sugar), P4 (45% stevia + 55% cane sugar) and P5 (50% stevia + 50% cane sugar). There are 80 panelists who have tested Roselle jelly candy with the addition of variations of stevia. Based on the data obtained and further testing orthogonal contrast based on color, aroma, taste, elasticity and after-taste, it can be seen that the level of consumer preference for Roselle jelly candy falls into the medium category and the most preferred formula for consumers is Roselle jelly candy with the addition of 40% stevia sugar.