

# **EFFECT OF ADDITIONAL GINGER (*Zingiber officinale* Roscoe) ON ROSELLA SYRUP AGAINST LEVELS OF PLEASURE CONSUMERS**

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## **ABSTRACT**

Syrup is a drink that has high economic potential and a drink that many people like. Rosella is known to be used as a raw material in the manufacture of syrup. According to several previous studies, rosella contains anthocyanin compounds that can prevent the growth of cancer cells and treat minor ailments. To attract the attention of consumers to consume medicinal drinks, it is necessary to innovate different product raw materials by making rosella syrup combined with ginger. Therefore, the authors examined the use of rosella syrup and the addition of ginger to determine the level of preference. This study used a non-factorial randomized block design (RAK) consisting of 5 treatments, namely J0 (without using ginger), J1 (15), J2 (20), J3 (15), J4 (20), and the parameters observed were taste, aroma, viscosity, color and overall. Analysis of the data obtained from observations by using analysis of variance (Anova) level 5% with the F table test. If there is a significant difference between treatments, then it is continued with the 5% BNT test. The results showed that the addition of red ginger and ginger to rosella syrup had a very significant effect on consumer preferences for aroma, significantly affected consumer preferences for taste and acceptability, and had no significant effect on consumer preferences for viscosity and color.

*Key words : rosella syrup, ginger, consumers preferences*