

***Effect Of Arabica Coffee Roasting Temperature at Consumer's
Favorite Levels***

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ABSTRACT

This research aims to determine the effect of arabica coffee roasting temperature on the level of consumer liking. This research was implemented in the laboratory of soil processing at Jember State Polytechnic. This research was conducted using the sign test method with a variety of treatment temperature levels. T1= Temperature 165° C, T2 = Temperature 180° C, dan T3 = Temperature 195° C. *Observation* data is analyzed using a sign test. Observations were conducted in a manner involving 100 panelists. The results showed that the roasting temperature had a noticeable effect on the level of consumer liking. The most preferred roast temperature is 180° C.

Key words: Temperature, Arabica Coffee, Roasting