

ABSTRAK
ANALISIS KADAR AIR DALAM PEMBUATAN BROWNIES UBI JALAR
UNGU

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Ubi jalar ungu (*Ipomoea batatas l*) merupakan sumber karbohidrat terpenting setelah padi, jagung dan singkong serta berperan penting sebagai pemasok bahan pangan, bahan baku industri dan pakan ternak. Ubi ungu dikenal memiliki kandungan antosianin yang tinggi, yaitu pigmen flavonoid yang berfungsi sebagai antioksidan alami yang mampu menangkal radikal bebas, menghambat peradangan, serta menurunkan risiko penyakit degeneratif. Tujuan penelitian untuk mengetahui pengaruh perlakuan mutu organoleptik, tingkat kesukaan (hedonik) panelis pada brownies ubi jalar ungu dan kadar air pada brownies ubi jalar ungu. Metode penelitian yang digunakan adalah penelitian deskriptif kuantitatif, dengan pendekatan eksperimen laboratorium untuk mengetahui kadar air dan uji hedonik pada brownies berbahan ubi jalar ungu. Desain penelitian menggunakan Rancangan Acak Lengkap (RAL) dengan tiga perlakuan berbeda yang masing-masing diulang sebanyak tiga kali, dan data dianalisis menggunakan *Analysis Of Variance* (ANOVA). Uji organoleptik dilakukan terhadap atribut aroma, rasa, warna, dan tekstur menggunakan metode hedonik dengan melibatkan 20 panelis. Hasil penelitian menunjukkan bahwa penambahan ubi jalar ungu berpengaruh nyata terhadap kualitas organoleptik brownies. Berdasarkan uji Duncan, perlakuan P2 merupakan perlakuan terbaik pada atribut tekstur dengan nilai rata-rata 10,95 dan rasa dengan nilai rata-rata 8,65. Pada atribut aroma, perlakuan P2 dan P3 sama-sama memperoleh nilai rata-rata tertinggi yaitu 9,40, sedangkan atribut warna terbaik terdapat pada perlakuan P3 dengan nilai rata-rata 12,25. Hasil analisis kadar air menunjukkan bahwa perlakuan P3 memiliki kadar air tertinggi sebesar 68.96%, sedangkan perlakuan P1 memiliki kadar air terendah sebesar 43.49%. Secara keseluruhan, penambahan ubi jalar ungu memberikan pengaruh positif terhadap karakteristik organoleptik brownies, dengan perlakuan P2 menghasilkan tingkat penerimaan panelis terbaik pada sebagian besar atribut sensori. Hasil uji hedonik menunjukkan bahwa Secara keseluruhan, hasil uji hedonik menunjukkan bahwa formulasi P3 merupakan perlakuan terbaik karena mampu memberikan kombinasi karakteristik sensori yang paling disukai panelis.

Kata Kunci: Brownies, hedonik, kadar air, organoleptik, ubi jalar ungu

Keterangan:

***) Peneliti**

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ABSTRAK
ANALYSIS OF MOISTURE CONTENT IN PURPLE SWEET POTATO
(*IPOMOEA BATATAS* L.) BROWNIES

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Purple sweet potato (*Ipomoea batatas* L) is the most important source of carbohydrates after rice, corn and cassava and plays an important role as a supplier of foodstuffs, industrial raw materials and animal feed. Purple sweet potato is known to have a high content of anthocyanins, which are flavonoid pigments that function as natural antioxidants that are able to ward off free radicals, inhibit inflammation, and reduce the risk of degenerative diseases. The purpose of the study was to determine the effect of organoleptic quality treatment, the level of preference (hedonic) of panelists on purple sweet potato brownies and the moisture content of purple sweet potato brownies. The research method used was quantitative descriptive research, with a laboratory experimental approach to determine the moisture content and hedonic test on brownies made from purple sweet potatoes. The research design used a Complete Random Design (RAL) with three different treatments that were repeated three times each, and the data were analyzed using *Analysis Of Variance* (ANOVA). Organoleptic tests were carried out on aroma, taste, color, and texture attributes using the hedonic method involving 20 panelists. The results of the study show that the addition of purple sweet potatoes has a real effect on the organoleptic quality of brownies. Based on the Duncan test, the P2 treatment was the best treatment for texture attributes with an average value of 10.95 and taste with an average value of 8.65. In the aroma attribute, the P2 and P3 treatments both obtained the highest average value of 9.40, while the best color attributes were found in the P3 treatment with an average value of 12.25. The results of the moisture content analysis showed that the P3 treatment had the highest moisture content of 68.96%, while the P1 treatment had the lowest moisture content of 43.49%. Overall, the addition of purple sweet potatoes exerted a positive influence on the organoleptic characteristics of brownies, with the P2 treatment resulting in the best panelist acceptance rate on most sensory attributes. The results of the hedonic test showed that overall, the results of the hedonic test showed that the P3 formulation was the best treatment because it was able to provide the combination of sensory characteristics that the panelists liked the most.

Keywords: Brownies, hedonic, moisture content, organoleptic, purple sweet potato

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