

PENGARUH SUBSTITUSI PASTA UBI JALAR UNGU(*Ipomoeae batatas L*) TERHADAP TINGKAT PENERIMAAN KONSUMEN PADA PRODUK SEREAL

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ABSTRAK

Nusa Tenggara Timur, Ubi jalar ungu sangat berpotensi, karena merupakan salah satu sumber karbohidrat yang cukup tinggi dan mengandung senyawa bioaktif berupa antosianin yang berperan sebagai antioksidan, sehingga berpotensi dimanfaatkan sebagai substitusi tepung tapioka dalam pembuatan sereal. Penelitian ini bertujuan untuk mengetahui pengaruh proporsi substitusi pasta ubi jalar ungu terhadap tingkat penerimaan konsumen berdasarkan uji sensorik pada produk sereal. Penelitian ini menggunakan Rancangan Acak Kelompok (RAK) yang terdiri dari lima perlakuan yaitu, Kontrol, 8% Pasta ubi jalar ungu, 10% Pasta ubi jalar ungu, 12% Pasta ubi jalar ungu, 14% Pasta ubi jalar ungu, 16% Pasta ubi jalar ungu dengan tiga kali ulangan sehingga diperoleh 15 unit percobaan. Variabel yang diamati meliputi uji sensorik (tekstur, rasa, warna) uji fisik menggunakan Texture Analyzer, Analisis citra warna digital (RGB) menggunakan ImageJ dan daya kembang sereal. Hasil penelitian menunjukkan perlakuan terbaik terdapat pada proporsi substitusi pasta ubi jalar ungu 16% yaitu tekstur 4,60 a (sangat suka), rasa 4,47 a (suka) dan warna 4,47 a (suka). Hasil warna aplikasi ImageJ menghasilkan warna Red tertinggi diperoleh pada perlakuan 16%, 195,967, sedangkan nilai Green dan Blue tertinggi diperoleh pada perlakuan 10% 183,220-183,344.

Kata kunci: pasta ubi jalar ungu, sereal, substitusi, uji sensorik, tekstur

THE EFFECT OF PURPLE SWEET POTATO (*Ipomoea batatas* L.) PASTE SUBSTITUTION ON CONSUMER ACCEPTANCE OF CEREAL PRODUCTS

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ABSTRACT

Purple sweet potato is a highly promising crop in East Nusa Tenggara because it is a rich source of carbohydrates and contains bioactive compounds, particularly anthocyanins, which function as antioxidants. Therefore, it has the potential to be utilized as a substitute for tapioca flour in cereal production. This study aimed to determine the effect of different proportions of purple sweet potato paste substitution on consumer acceptance of cereal products based on sensory evaluation. The study employed a Randomized Complete Block Design (RCBD) consisting of six treatments: control, 8% purple sweet potato paste, 10% purple sweet potato paste, 12% purple sweet potato paste, 14% purple sweet potato paste, and 16% purple sweet potato paste, with three replications, resulting in a total of 15 experimental units. The observed variables included sensory evaluation (texture, taste, and color), physical analysis using a Texture Analyzer, digital color image analysis (RGB) using ImageJ software, and cereal expansion capacity. The results showed that the best treatment was the substitution of 16% purple sweet potato paste, with sensory scores of 4.60 for texture (liked very much), 4.47 for taste (liked), and 4.47 for color (liked). Digital color analysis using ImageJ indicated that the highest Red (R) value was obtained from the 16% substitution treatment (195.967), while the highest Green (G) and Blue (B) values were recorded in the 10% substitution treatment, with values of 183.220 and 183.344, respectively.

Keywords: purple sweet potato paste, cereal, substitution, sensory evaluation, texture.