

**PROFILING SENSORI KERIPIK UBI JALAR RASA BALADO
DENGAN METODE CATA (*Check All That Apply*)**

Nama Mahasiswa : Muhammad Faizuddin
NIM : 2041910014
Pembimbing : Yunita Siti Mardhiyyah, S.TP., M.Si.

ABSTRAK

Pengembangan produk memerlukan informasi profil sensori dan data preferensi konsumen, termasuk pada inovasi penggunaan bumbu tabur pada keripik ubi jalar. Diantara berbagai pilihan rasa, rasa balado merupakan varian bumbu tabur yang paling diminati konsumen. Oleh karena itu dilakukan penelitian ini dengan tujuan mengetahui *Profiling* sensori dan peta kesukaan konsumen pada keripik ubi jalar rasa balado menggunakan metode CATA (*Check All That Apply*), serta untuk menentukan merek bumbu tabur yang terbaik. Terdapat empat jenis merek bumbu tabur yang digunakan dalam penelitian, yaitu Mazzoni (MZ), Antaka (ATK), Ultra Aroma (UA), dan CR (Citrarasaku). Hasil penelitian menunjukkan keripik ubi jalar dengan bumbu tabur MZ memiliki atribut rasa manis, *aftertaste sweet*, aroma *sweet*, *flavour sweet*, dan tekstur renyah. Penggunaan bumbu tabur CR menghasilkan profil atribut sensori berupa *aftertaste* asin, rasa asin, *flavour* lada putih, dan aroma bawang putih. Adapun bumbu tabur UA memiliki karakteristik sensori berupa *aftertaste* asin, rasa asin, *flavour* lada putih, dan bawang putih yang dominan. Keripik ubi jalar dengan bumbu tabur ATK memiliki atribut yang paling mirip produk ideal, yaitu atribut *aftertaste* asin, rasa manis, aroma *sweet*, *flavour sweet*, tekstur renyah, dan *aftertaste sweet*. Keempat profil sensori bumbu tabur belum mendekati profil sensori keripik ubi jalar rasa balado yang ideal menurut panelis. Keripik ubi jalar rasa balado UA dan MZ mendapatkan presentase preferensi konsumen paling tinggi dari pada produk lain yaitu 50%. Tahap selanjutnya adalah optimasi penggunaan bumbu tabur UA dan MZ pada keripik ubi jalar. Pengkombinasian UA dan MZ dengan perbandingan 10%:10% menghasilkan profil sensori yang mendekati produk ideal menurut panelis, dengan nilai kesukaan 33%.

Adapun nilai kesukaan panelis tertinggi 58% didapatkan pada kombinasi penggunaan bumbu tabur UA 15% dan MZ 5%. Dapat disimpulkan bahwa bumbu tabur UA dipilih sebagai bumbu tabur terbaik pada aplikasi di produk keripik ubi jalar rasa balado.

Kata kunci: Bumbu Tabur, CATA (*Check All That Apply*), Keripik Ubi Jalar, *Profiling Sensori*, Rasa balado



SENSORY PROFILING OF BALADO FLAVORED SWEET POTATO CHIPS USING THE CHECK ALL THAT APPLY (CATA) METHOD

Name : Muhammad Faizuddin
Student Identity : 2041910014
Lecturer : Yunita Siti Mardhiyyah, S.TP., M.Si.

ABSTRACT

Product development requires sensory profile information and consumer preference data, including the innovative use of seasoning on sweet potato chips. Among various flavor options, the balado flavor is the most favored seasoning variant among consumers. Therefore, this research was conducted with the aim of understanding sensory profiling and consumer preference mapping for balado-flavored sweet potato chips using the Check All That Apply (CATA) method, as well as determining the best seasoning brand. There were four types of seasoning brands used in the study, namely Mazzoni (MZ), Antaka (ATK), Ultra Aroma (UA), and CR (Citrarasaku). Research results indicated that sweet potato chips with MZ seasoning exhibited attributes of sweetness, sweet aftertaste, sweet aroma, sweet flavor, and crispy texture. The use of CR seasoning results in sensory attribute profiles included salty aftertaste, salty taste, white pepper flavor, and garlic aroma. Meanwhile, UA seasoning had sensory characteristics such as salty aftertaste, salty taste, white pepper flavor, and dominant garlic notes. Sweet potato chips with ATK seasoning had similar attributes with the ideal product, including salty aftertaste, sweet taste, sweet aroma, sweet flavor, crispy texture, and sweet aftertaste. However, none of the four seasoning profiles closely matched the ideal sensory profile of balado-flavored sweet potato chips according to the panelists. Balado-flavored sweet potato chips with UA and MZ seasonings obtained the highest consumer preference percentage of 50%, compared to other products. The next step involved optimizing the use of UA and MZ seasonings on sweet potato chips. The combination of UA and MZ at a ratio of 10%:10% yielded a sensory profile that approached the ideal product according to the panelists, with a preference score

of 33%. The highest panelist preference score of 58% was achieved with a combination of 15% UA and 5% MZ seasoning usage. In conclusion, UA seasoning was selected as the best seasoning for application in balado-flavored sweet potato chip products.

Keywords: Seasoning Powder, CATA (Check All That Apply), Sweet Potato Chips, Sensory Profiling, Balado Flavor.

