"PROFILING ATRIBUT JAMU MENGGUNAKAN METODE CATA (*CHECK ALL THAT APPLY*)"

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ABSTRAK

Sinom merupakan minuman tradisional yang terbuat dari bahan baku kunyit, asam jawa, cempaluk (buah asam muda), gula merah dan gula pasir, serta daun sinom. Penelitian bertujuan untuk mengetahui profil sensori pada jamu sinom dan, tingkat kesukaan produk menggunakan metode CATA (*Check All That Apply*). Sampel jamu sinom meliputi jamu sinom merek Sinom Brengos (A), sediaan bubuk dari Sinom Brengos (B), sinom merek Cincau *Station* (C), sinom merek Eson (D), dan sinom merek Sari daun Asam (E). Semua sampel disajikan dalam bentuk minuman cair kepada 30 panelis. Hasil profil sensori jamu sinom produk sinom A dan C memiliki atribut sensori yang sama, yaitu *dense*, rasa asam, *aftertaste* sepat, dan *flavor burned*. Hasil PCA (*Principal Component Analisis*) menunjukkan atribut yang disukai panelis meliputi aroma asam jawa, *dense*, *flavor* kunyit, *aftertaste* sepat, rasa asam. Peta kesukaan panelis terhadap produk menunjukan tingkat penerimaan konsumen produk A sejumlah 47%, produk B sejumlah 37%, produk C sejumlah 58%, D sejumlah 53%, % dan E sejumlah 26%. Pada pengembangan produk minuman sinom selanjutnya, atribut jamu sinom yang wajib (*must have)* *yaitu* aroma kunyit, dan *aftertaste* sepat. Adapun atribut yang tidak berpengaruh (*does not influence)* meliputi aroma asam jawa, rasa manis, rasa asam, *mouthcoating*, *dense*, *flavor* kunyit, dan *aftertaste* manis. Kemudian, atribut yang tidak disarankan terdapat pada jamu sinom meliputi aroma *burn*, rasa pahit, rasa gurih, *flavor burned, sandiness,* dan *aftertaste* pahit.

Kata Kunci: Atribut Sensori, CATA, Jamu Profil Sensori, Sinom

"*PROFILING ATTRIBUTES OF JAMU USING THE CATA METHOD (CHECK ALL APPLICABLE)*"

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ABSTRACT

"Sinom is a traditional beverage made from turmeric, tamarind, cempaluk (young tamarind fruit), brown sugar and granulated sugar, as well as sinom leaves. The research aims to determine the sensory profile of sinom herbal drink and product preference level using the Check All That Apply (CATA) method. The samples included Sinom Brengos brand (A), powdered preparation from Sinom Brengos (B), Cincau Station brand sinom (C), Eson brand sinom (D), and Sari daun Asam brand sinom (E). All samples were served in liquid form to 30 panelists. The results show that sinom products A and C have the same sensory attributes, namely density, sour taste, bitter aftertaste, and burnt flavor. The results of Principal Component Analysis (PCA) indicated that the preferred attributes among the panelists were the aroma of tamarind, density, turmeric flavor, bitter aftertaste, and sour taste. The preference map of the panelists towards the products showed that the consumer acceptance level was 47% for product A, 37% for product B, 58% for product C, 53% for D, and 26% for E. The critical sensory attributes of sinom herbal drink should be turmeric aroma and bitter aftertaste. On the other hand, attributes that do not influence the preference included tamarind aroma, sweet taste, sour taste, mouthcoating, density, turmeric flavor, and sweet aftertaste. Furthermore, attributes not recommended for sinom herbal drink included burn aroma, bitter taste, savory taste, burn flavor, sandiness, and bitter aftertaste".

Keywords: *CATA, Herbal Drink, Sensory Attributes, Sensory Profile, Sinom,*