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# Analysis of Acceptance of Three Variants of Jemblem Cake Based on Hedonic Test and Organoleptic Test

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## ABSTRACT
*Processed food has become a common product that is very popular. Cassava is an agricultural commodity that is widely grown in Indonesia and is an important source of carbohydrates after rice. This research aims to evaluate the quality of organoleptic tests and hedonic tests of jemblem as a product that is high in carbohydrates. By using organoleptic tests such as taste tests, distinctive aroma tests, sweetness, and impressions evaluated by trained panelists. The results show that jemblem has a savory and sweet taste, has a typical vanilla aroma, and a sweet taste from red sugar and has an overall positive value. Next, the hedonic test is a general liking test in terms of taste, distinctive aroma, sweetness. The three tests were calculated using anova with a calculated F of 0.131. Findings showed a high level of acceptance, with most respondents expressing high levels of satisfaction and interest in consuming this product as a substitute for rice. With the high carbohydrate potential of jemblem, this product can be considered as a healthy and delicious food alternative, opening up opportunities for further development in the traditional food industry.*

**Keywords**: *Jemblem, Organoleptic Test, Consumer Satisfaction*

## INTRODUCTION
Processed food has become a common product that is very popular because this product can fill various consumer needs. Many raw materials for processed food come from agriculture, fisheries or animal husbandry. Village people in general are very enthusiastic about selling processed products, because apart from having free time to work, this business also has great potential to develop considering the market (consumers) continues to grow. Universities can collaborate in fostering productive businesses through business groups, so that business groups can fill and play an active role in the regional economy (Nur Feriyanto. 2017).

Cassava is an agricultural commodity that is widely grown in Indonesia and is an important source of carbohydrates after rice, with a carbohydrate content of 34.7%. However, in reality, cassava is not very well used. For this reason, it is necessary to use cassava to make it a food that has quite high nutritional value.Cassava is also an important source of carbohydrates after rice. However, as time goes by, cassava is not only used as processed food but can be used as an industrial raw material, especially animal feed and as flour. Apart from that, in several areas, cassava is used as a staple food substitute for rice, chips, tiwul, tape, jemblem and various other foods (Pujiati Utami, 2014). Jemblem is a type of food made from grated cassava and filled with grated coconut mixed with brown sugar and vanilla.The aim of this research is to find out whether there is a difference in preferences for organoleptic tests and hedonic tests.

## METHODS
The research methods used in this research include aspects of time and place of research, research tools and materials, experimental design, as well as recipes and methods for making jemblem.The research was carried out in the time period from January 1 2024 to January 24 2024, at the location of Badas Village, Sumobito District,Jombang Regency, East Java.

The tools used involve kitchen utensils such as knives, basins, grated coconut, frying pans, spatulas, gas stoves and scales. Meanwhile, the ingredients used include cassava, coconut, red sugar, vanilla, starch, white sugar, salt and water.

The experimental design applied in this research used an experimental method with a one-factor Completely Randomized Design (CRD). There are three treatments with a ratio of ½ tsp vanilla, namely in code 696 vanilla is mixed in the outer shell of the jemblem, while in code 966 vanilla is mixed in the filling of the jemblem, while in code 389 vanilla is mixed in the outer shell and filling of the jemblem, with the composition of additional ingredients others were measured in the same size for all treatments.

The recipe for making jemblem consists of several ingredients including ½ kg cassava, ¼ coconut, ¼ brown sugar, ½ tsp vanilla, 1 ounce starch, ¼ white sugar, ½ tsp salt, 80 ml water. The manufacturing process has steps including peeling and washing the cassava then grating it, then sangria the grated coconut with brown sugar, white sugar and water, then mix the grated cassava with starch and salt, then take the cassava mixture in a round shape and nisi with roasting. coconut, then fry until golden brown, then remove and drain and the jemblem is ready to be served.

## RESULTS AND DISCUSSION

### Result

The organoleptic test results show that the level of consumer preference for jemblem is very high, with some respondents stating that they are ready to consume this as a substitute for rice. tongue. A summary of the research results highlights the panelists' organoleptic and hedonic test assessments of jemblem. The focus is primarily on taste, which is recognized as a key factor that can influence consumer acceptance.

Taste is a consumer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and is then felt by the mouth, Kusumaningrum (2019). Thus, the results of this research provide a comprehensive picture of the positive reception of jemblem with its delicious sweet taste and distinctive vanilla aroma, resulting in the right taste. Organoletic test is started with the panelists taste the jemblem, then we turn on the stopwatch to measure the taste sensitivity felt by the panelists for how long they taste it. We separate each panelist to minimize cheating on the data.

In the ANOVA test we calculate the data of savory,sweetness, aroma, and hedonic test. The result of sweetness showed that calculated F (0.131) is smaller than the F table (3.554). It means that there is no difference in sweetness in the three jemblem variants. The result of savory showed that the calculated F (0.387) is smaller than the F table (3.554), so there is no difference in the savory taste of the three jemblem variants. The results are not much different than before, anova test for aroma showed to that the calculated F (0.195) is smaller than the F table (3.554),it means that there is no difference in the distinctive aroma of the three jemblem variants. The last anova test for preference, the result showed that the calculated F (0.101) is smaller than the F table (3.554). This means that there is no difference preferences for the three jemblem variants.

### Discussion

The sweetness test shows that there is no difference in the three jemblem variants, perhaps one of the factors is that in the composition there is no difference in the amount of sugar . The typical jemblem aroma test shows that there is no difference in the level of distinctive aroma, perhaps one of the factors is that in the composition of the three variants, the same uses vanilla as an addition to the jemblem aroma.
In the savory test, there was no difference in the level of savoriness, perhaps one of the factors was that in the three lemblem variants all the ingredients were the same, the only difference was the addition of vanilla, so perhaps that was one of the reasons for there being no difference in the degree of savoriness.
The preference test shows that there is no difference in preference, perhaps one of the reasons is that the panelists in this test are mostly teenagers and in this test the location is in the village so the panelists are used to eating this food and most teenagers in the village like jemblem, so there is no difference. liked this test.

Jemblem is a type of fried food made from cassava. Jemblem is the size of a pimpong ball which is brownish yellow in color and contains grated coconut and brown sugar. Jemblem is a market snack that we usually find in markets and stalls in Java. Jemblem is a cheap snack, even though it is cheap, jemblem is one of the best-selling snacks because it is filling, because jemblem contains high levels of carbohydrates so it can make consumers full. Jemblem is the result of processing wet cassava which is grated and then filled with grated coconut mixed with brown sugar. Jemblem is usually served in the morning to satisfy hunger in the morning and accompanied by coffee, this habit is common among Javanese people.

This test usually uses an organoleptic test, which means that the organoleptic test is a sensory assessment, or sensory assessment, which is a method of assessment by utilizing the human senses to observe the texture, color, shape, aroma and taste of a food, drink or drug product. so that it can be accepted by consumers (Ayustaningwarno, 2014: 1).

Apart from the organoleptic test, there is also a hedonic test, which means that the hedonic quality test only states the panelists' level of liking for the hedonic quality test, which expresses an impression of good or bad. This hedonic quality impression is more specific than just a general impression of likes or dislikes, good - bad, (Sofiyah & Achyar) (2008: 116).

The ANOVA test showed minimal differences in preferences, perhaps due to factors such as uniform tastes among panelists and presentation methods that may not differentiate sensory characteristics sufficiently could be the cause. An in-depth evaluation of the hedonic test process and methodology used is necessary to ensure sensitivity to sensory variations in purple sweet potato ball pulp. If it is found that panelists have uniform tastes, adjustments in panelist selection or hedonic test methods may be steps that need to be considered.

## Conclusion

Jemblem or camplon provides the right taste between guruih and sweetness, so consumers often eat this snack as a breakfast substitute for rice. This snack is not an ordinary snack because jemblem is made from cassava and cassava itself has many ingredients in it such as carbohydrates which can fill our stomachs, calories to increase our energy, fiber, vitamins, etc. The hedonic test shows a variety of opinions and levels of liking. However, the anova test showed that there were minimal differences, perhaps because some of the panelists who tested liked sweets and some did not like sweets, thus creating minimal differences in the anova test.

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