

ABSTRACT

The purpose of this study is to reveal the advantages of apples as natural yeast and to determine consumer acceptance of the innovative use of apples as natural yeast on black sticky rice. So far, apples are only consumed directly by the public. Therefore, researchers made an innovation by making apples as natural yeast in making black sticky rice tape. The method used in this research is experimental and conducts consumer acceptance tests by means of organoleptic tests to 30 consumers by distributing questionnaires. The questionnaire was used as the result of the organoleptic test to determine the panelists' preference for physical appearance or shape, color, aroma, taste and texture of apple-based black sticky rice as natural yeast. The results of this study were to determine the formulation of sticky sticky tape products based on apples as natural yeast by fermenting apples first in order to get natural yeast in apples, then the steaming process of black glutinous rice and giving natural yeast derived from apples was carried out. fermentation of black glutinous rice with natural yeast for three days. The organoleptic test results show that as much as 83.3% of the physical appearance of apple-based black glutinous rice as natural yeast can be accepted by consumers. Based on the color of apple-based black glutinous rice as a natural yeast, consumers can accept it with a percentage of 74.7%. Based on consumer acceptance of the aroma of apple-based black sticky rice as a natural yeast, it was obtained as much as 70.7%. The consumer acceptance test for the taste of apple-based black sticky rice as a natural yeast was as much as 76%. Meanwhile, based on consumer acceptance of the texture of apple-based black sticky rice as a natural yeast, it was obtained as much as 67.3%.

Key words: Natural yeast, Apple Fruit, Black Rice Tape