

ABSTRAC

This article aims to highlight the authenticity of the typical Karo seasoning which is implemented in tangas-tangas fish to become more developed and how it is accepted by consumers. In this research, the focus is on the traditional spices used, namely yellow spices whose main ingredients are andaliman, chili, turmeric, ginger, garlic and candlenuts. The method used was an experiment to test consumer acceptability of tangas-tangas fish seasoning and an organoleptic test by distributing questionnaires to 100 respondents randomly. The results of the implementation of Karo seasoning on tangas-tangas fish based on organoleptic tests through questionnaires distributed were that the taste of the fish received by consumers was more dominant, choosing very like it, the aroma of the fish, consumers were more dominant choosing very fragrant, the texture of the fish flesh, consumers were more dominant choosing quite soft, the color In fish seasoning consumers prefer to choose very attractive, and in physical appearance consumers prefer to choose very attractive. The conclusion from this research is that the implementation of karo seasoning on tangas-tangas fish can be accepted by consumers. The benefit of this article is to introduce all Indonesian people to the spices for processing tangas-tangas fish, which can be innovated with simple ingredients and a method for processing tangas-tangas fish that is very easy to process within your own circle. Tangas-tangas fish seasoning is not only Karo seasoning, you can also use curry seasoning which is very easy to find in the kitchen.

Keywords: Tangas-Tangas Fish, Yellow Spices, Karo spices, Consumer Acceptability.