ABSTRAK

Penelitian ini menganalisa pemanfaatan limbah ampas kelapa sebagai substitusi tepung terigu pada bronis kukus untuk menemukan formulasi terbaik dan tingkat penerimaan konsumen. Ampas kelapa melimpah di Indonesia, memiliki potensi nutrisi tinggi serat, protein, lemak. Bahan-bahan yang dibutuhkan tepung terigu,ampas kelapa, gula pasir, telur ayam, coklat bubuk, coklat batang, dan margarin, alat yang dibutuhkan yaitu mixer, gelas ukur, sendok ukur, timbangan, cetakan, kain lap dan panci kukus. Penlitian dilakukan dengan 2 tahap yaitu pembuaatan bronis kukus dengan pberbagai formulasi ampas kelapa dan melakukan uji rating hedonik, adapun perlakuan penambahan ampas kelapa yang digunakan (%) yaitu 0, 15,30, 45, 60 hasil yang diperoleh didapatkan formulasi terbaik berdasarkan penilaian kesukaan panelis yaitu 15% yang menunjukan daya terima dengan rata-rata tertinggi atribut rasa, aroma, warna, dan tekstur berada pada kisaran 4,46 hingga 4,97 yaitu kategori suka.

Kata Kunci: Ampas kelapa, bronis kukus, substitusi tepung, organoleptik, penerimaan konsumen.

SUMARY

This study analyzes the utilization of coconut pulp waste as a substitute for wheat flour in steamed brownies to determine the best formulation and consumer acceptance level. Coconut pulp is abundant in Indonesia and has high nutritional potential, containing fiber, protein, and fat. The ingredients used include wheat flour, coconut pulp, granulated sugar, chicken eggs, cocoa powder, chocolate bars, and margarine. The equipment needed consists of a mixer, measuring cup, measuring spoons, scale, molds, cloth, and a steamer. The research was conducted in two stages: making steamed brownies with various formulations of coconut pulp and performing a hedonic rating test. The treatments for coconut pulp addition used were 0%, 15%, 30%, 45%, and 60%. The results showed that the best formulation based on panelists' preference was 15%, which indicated the highest acceptance with average scores for taste, aroma, color, and texture ranging from 4.46 to 4.97, categorized as "like."

Keywords: Coconut pulp, steamed brownies, flour substitution, organoleptic, consumer acceptance.