

Tingkat Penerimaan Konsumen terhadap Formulasi Susu Kedelai di Kel Tanggungharjo dan Uji Kadar Protein serta Kalsium

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Susu kedelai adalah produk seperti susu sapi tetapi dibuat dari ekstrak kedelai. Protein susu kedelai mempunyai susunan asam amino yang mirip susu sapi, sehingga sangat baik sebagai pengganti susu sapi terutama bagi mereka yang alergi *Lactose Intolerance* atau bagi mereka yang tidak menyukai susu sapi atau daya belinya kurang. Selain kualitas proteinnya yang baik kedelai juga mudah diperoleh, mengandung asam lemak tak jenuh esensial (*linoleat*) yang cukup tinggi dan tidak mengandung kolesterol sehingga dengan mengkonsumsi kedelai secara rutin dapat mengurangi penyakit degeneratif, disamping mempunyai kelebihan susu kedelai juga mempunyai kekurangan, yaitu aromanya yang kurang sedap (*bahasa jawa: langu*) yang disebabkan oleh aktifitas enzim *Lipoksigenase* yang secara alami terdapat dalam kedelai dan kacang-kacangan lainnya. Tujuan dilakukan formulasi susu kedelai untuk meminimalkan aroma langu. Untuk mengetahui tingkat penerimaan masyarakat terhadap formulasi susu kedelai dilakukan uji organoleptik dengan 8 karakter penilaian, juga dilakukan uji kadar protein dan kalsium dengan menggunakan metode Makro Kjeldahl dan spektrofotometer. Jenis penelitian yang digunakan dalam penelitian ini adalah eksperimental dengan pendekatan *cross sectional*. Populasi penelitian ini adalah 3 sampel formulasi susu kedelai dan semua ibu-ibu PKK di Kelurahan Tanggungharjo dan uji kadar protein serta kalsium. Diketahui kadar protein yang tertinggi adalah formulasi susu kedelai ditambah kacang hijau (3,16 g%) dan kadar kalsium tertinggi adalah formulasi susu kedelai murni (0,09 g%). Hasil uji statistik menunjukkan bahwa dari aspek warna responden lebih menyukai formulasi susu kedelai murni dan dari aspek bau berdasarkan distribusi tingkat penerimaan bau yang lebih disukai adalah formulasi susu kedelai murni dan formulasi susu kedelai ditambah pisang Ambon. Oleh karena itu disarankan kepada pembuat keputusan untuk mensosialisasikan formulasi susu kedelai sebagai minuman berkhasiat.

Kata Kunci: Tingkat penerimaan, konsumen, susu kedelai, kadar protein dan kalsium

Protein Amount and Calcium Test and The Level of Consumer Acceptance to Soybean Milk Formulation at Tanggungharjo Village, Grobogan District

Soybean milk is a kind of product which similar with from cow but it made from ekstrct of soybean. The composition of amino acid inthe soybean milk protein is similar with milk from cow, so that it can use as the substitute of milk, especially for those who had the allergic to lactose Intolerance or for those who does not like milk or less effort. Beside the good quality of protein soybean also easy to get, it is content of high linoleum acid and does not content with colesterol so with consume soybean milk continually can decrease the risk of that is the unpleasing aroma (injavanese : langu) which caused by the activity of Liposigenase enzyme which naturally in the soybean and others peanuts. The purpose of this research is to make the soybean milk formulation, to minimize unpleasent aroma, formulation of soybean milk is done. To find out the level of consumer acceptance to soybean milk formulation, organoleptik test is done with 8 characters of judgement the protein and calcium amount test also done by using Kjeldahl and spektrofotometer methods. The kind of research that used inthe research is ekperimental with cross sectional approach. The populations of this research are 3 samples of formulation of soybean milk and all the member of PKK in Tanggungharjo. The result of this research is about the level of consumer acceptance to soybean milk at Tanggungharjo and the test of protein amount and calcium. The highest protein amount is soybean milk formulation plus green peanut (3,19 g%) and the highest calcium amount is pure soybean milk (0,09 g %). The statistic result shows that from color aspect, the pure soybean milk and the soybean milk with Ambon banana are more likely by the respondents. From the taste aspect based on the distribution of acceptance level of soybean milk formulation, pure soybean milk is more likely. And from smell aspect based on the distribution of acceptance level of smell, the soybean with ambon banana are more likely. From the acceptance level at soybean milk formulation, pure soybean milk formulation and the soybean milk with ambon banana formulation is more likely. In order to make this research reach to the people need tobe socialize to all the decisin maker in all community to sspread the communication and information about the importance of consume soybean milk as the healthy drink.

Keyword: Acceptance level, Consumer, Soybean Milk, Protein Amount and Calcium