

**THE EFFECT SUBSTITUTION LOCAL SWEET PURPLE FLOUR
ADDITION IN MAKING OF CAT TONGUE COOKIES ON THE
CONSUMENT ACCEPTANCE**

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ABSTRACT

This study aim was to analyze the effect substitution local sweet purple flour addition in making of cat tongue cookies on the consument acceptance which include assessments by aspects of the color, aroma, taste and texture. This research was conducted in Pastry and Bakery Laboratory of Food and Nutrition Program Study, Faculty of Technology, State University of Jakarta. The research was performed since July until January. This research was assessed using organoleptic test and were tested on 30 quite trained panelists, which are the students of Food and Nutrition Program at the State University of Jakarta . After the validation phase were tested to 5 expert panelists and had been qualified to the hedonic test. The results to hedonic test substitution sweet purple flour addition in making of cat tongue cookies 60%. the the color aspect was 4,1, the aroma aspect of was 4,2, the taste aspect was 4,3, the texture aspect was 4,23. Result of the analysis friedman test with significance level ($\alpha = 0,05$). The result of this research proved there was no effect substitution sweet purple flour in making cat tongue cookies towards the color, aroma, taste, and texture. The best formula of this research was the formula with 60% substitution local sweet purple flour addition.

Key Words : Cat tongue cookies, Sweet purple flour, Consument Acceptance