

## ABSTRACT

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Study Program : Food Technology

Title : QDA, Flash Profiling, and Projective Mapping of Vanilla Ice Cream: A Comparison Study Using Panelist with Different Degrees of Training

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Quantitative Descriptive Analysis (QDA) is a tool for measurements and optimization of sensory attributes that profiled a food product. Sensory profiling is essential for companies because it can help in determining consumer acceptance as well as the demand for the product. Companies usually using QDA method to profile their product; However, QDA methods present a long time since they require extensive training in which most companies cannot provide since they need quick answers about their product. This study uses three descriptive sensory analysis methods which are QDA, Flash Profile, and Projective Mapping performed by panelists with different degrees of training and analyzed the term generated from sensory profiling by using these panelists. The results show that the attributes obtained from these panelists are well correlated and also indicates that Flash Profile and Projective Mapping can be used as a quick alternative for QDA.