

## ABSTRACT

PT Takasago International Indonesia is a company that produced flavors and fragrances. Takasago has two sites, which are headquarter and production site in Indonesia. Headquarter site is responsible for handling and managing the customer request, meanwhile production site is responsible for producing flavor and fragrances product. One of division in the headquarter site is sweet application division. This division is responsible for preparing, making, and creating sweet flavor's prototypes. There are two projects that author conducted in this company, which are developing vanilla flavored milk product and matching Ready-To-Drink (RTD) Coffee into Dry Instant Coffee. Vanilla flavored milk product development is the main projects that author did. Author observed the effect of pasteurization and sterilization process against the physicochemical and sensory properties of vanilla flavored milk product. pH, brix, and color are the evaluated parameter in terms of physicochemical properties, meanwhile JAR analysis is being as the method for evaluating sensory properties of the product. One way ANOVA followed by Tukey's HSD post hoc test are the method that used for analyzing the significant different result against different heating process. All of the sample's result are significantly different in terms of pH aspect. Brix and color that are significantly different on non-treatment and sterilization samples, respectively. Vanillic taste is the only the lexicon descriptor that are significantly different in sterilization and non-treatment sample. The increment of panelist number is needed for future research. The addition of product liking's degree can be added in order to know the preferable product's type that desired by consumer.

Keywords – *flavor, milk, panelist, physicochemical, sensory, vanilla*