

ABSTRACT

Coconut sugar is one of the commodities derived from coconut sap that is abundantly available in Indonesia due to its versatility and unique attribute characteristics. The coconut sugar readily available in the market is mostly produced within a small-scale production, traditionally crafted by local people around the plantation area. Traditionally produced coconut sugar has a wide variety of qualities, depending on the coconut sap quality, local sugar craftsman behaviour and cooking process. In this study, the coconut sugar samples used were divided into 6 categories (A, B, C, D, E and F) and 1 reference sample. The initial attributes screening of 6 coconut sugar samples with 4 trained panelists found 4 attributes across 3 categories: taste, aroma, and appearance. Sweet, creamy, caramel and reddish brown are the attributes that were subjected to Just About Right with 49 semi-trained panelists. Across four attributes, three attributes were found to have significant differences between category: sweet, creamy and caramel attributes, except for its reddish-brown attribute. The result also showed that sample A has the highest similarity compared to the reference sample. In contrast, sample F has the least similarity compared to the reference sample. In between those categories, the sample has slightly different intensity across attributes. The attribute of coconut sugar will directly influence the product that is produced using coconut sugar. Hence, the attribute profiling result could be used as the guidance on product development and enhance the quality management system of products incorporating coconut sugar in it.

Keywords: Coconut sugar, quality, attributes, initial attribute screening, just about right