Abstract

K-Wave has been popular for Indonesians in various forms of entertainment and culture including Korean Food from early 2000s. Kimchi has become one of their favourite dishes. Kimchi products can be easily found in the Indonesian market in numerous forms such as instant noodle seasoning. However, the innovation of kimchi flavor in the instant noodle seasoning is lacking, therefore, the idea of 'beef kimchi' flavor innovation arises. After conducting 18 trials, T1, T6, T12, and T18 were presented as the prototype which was further screened within Givaudan trained panelists by evaluating their Hedonic, Ranking, and QDA test. The T1 and T18 were chosen through the ranking test as a representative prototype characterizing the 'beef kimchi' flavor. The prototype T1 and T18 hedonic and ranking tests are then compared along with the market kimchi noodle brands, Arirang (A) and Nong Shim (NS), in the i3L within untrained college students. It is found that in terms of appearance, flavor, and overall liking, the hedonic test of T1 (Ap = 7.08; F = 7.06; OL = 7.13) and T18 (Ap = 7.11; F = 6.91; OL = 7.25) are competing with A (Ap = 7.25; F = 6.38; OL = 6.70) and outperformed the NS (Ap = 6.21; F = 6.26; OL = 6.51) sample. Furthermore, college students have chosen T18 followed by T1 as their best sample beating the A and NS through ranking test. The formulation done in this project was a great success and able to compete in the market.

Keywords: Instant noodle, K-Wave, K-Food, kimchi, beef, sensory evaluation.