ABSTRACT

The internship period at IFF was started from July 2023 to January 2024. The author was assigned to Innovation, Creative and Design (C&D), specifically in sweet application for beverage products. During the internship, the author's obligations were to assist the designer in formulating and producing beverage products for customers. In addition, the author conducted an individual project with an aim to develop a soy milk product with a high protein content in accordance with the BPOM regulation for “source of protein” products. Protein content and sensory evaluations were conducted and consumption behavior data were collected from the consumers to assess the association of it towards consumers’ preference. The result showed that the soy mocha product had protein content of 6.49 grams per 100 ml which aligned with BPOM regulations. Moreover, consumers preferred soy mocha with high chocolate note, sweet taste, and balanced flavore with acceptance score of 6.00 out of 9.00. Soy mocha with no flavorings had the lowest acceptability, specifically in the aroma, taste, and after taste with score of 4.00, 4.00, and 3.00. Soy mocha with high coffee note had lower acceptability with score ranging from 4.50 - 5.50 as it was too bitter and greeny. Nevertheless, the mouthfeel of the product was too thick since it contained high-dissolved materials, which made it undesirable. It was also found that the consumption behavior was not associated with consumers’r preference which not aligned with previous study. This might be due to lower accceptability score. Hence it is suggested to improve the mouthfeel of the product and change the coffee flavorings to chocolaty and coffee profile. Overall, the internship went well and the author learned a lot about beverage production and food ingredients application.

Keywords: *acceptability, consumption behavior, flavorings, preference, soy mocha*