

ABSTRACT

MARKET INTEREST OF JAMAICAN CHERRY MOCHI IN YOGYAKARTA

The goal of this research is to utilize jamaican cherry as a substitution for mochi. This is due to Indonesia's low utilization of jamaican cherry, resulting in aratilis as a waste. This research is conducted in Yogyakarta with a qualitative approach with a descriptive qualitative explanatory method. The researcher conducted an organoleptic test, market interest test, and interviews to determine market acceptance towards jamaican cherry mochi products. In this research, there are two treatments, which are mashed and boiled. Also, there are three alternative percentages of jamaican cherry composition: 25%, 50%, and 75%. The organoleptic test involves 90 panelists classified into three repetitions using a questionnaire to determine the preference level on the color, taste, aroma, and texture variables on the samples provided. The organoleptic test result showed that the sample with mashed jamaican cherry with a composition level of 50% gains the most preference from the panelists. The market interest study and interviews is conducted to understand buying interest, online marketing, and market acceptance on product, packaging, and price of the jamaican cherry mochi.

Keywords: ANOVA, Buying Interest, Jamaican Cherry, Mochi, Online Marketing, Organoleptic Test.