

## ABSTRACT

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*Drinks are the most basic human need, usually consumed every day, especially after consuming solid foods. Nowadays people are starting to choose health drinks from fruit or vegetable extracts. So the writer tries to make beetroot-based health drinks to find out whether beetroot is acceptable to the community or not. According to Farah Riziki in his book "The Miracle Of Vegetables" that beet tuber can optimize active substances that can be consumed, processed in the form of juice is also more practical and easy to consume. This experiment was carried out using experimental methods and was carried out several times to get the desired composition and taste. To get consumers' acceptance of the results of this health drink experiment using an organoleptic test which is asked is the color, taste, aroma and physical appearance. This drink is made with a recipe of 1 beetroot cut into several parts, 1 apple is cut into several pieces, then added 30 ml honey, 6 ice cube and enough water then blend until all smooth and evenly mixed. So the results of this experiment are purple drinks and the taste of beetroot is not too dominant but slightly sour and slightly sweet. To get the results of the questionnaire, consumers were asked to taste the results of the experiment then fill out the questionnaire using the organoleptic test. The panelists are experts such as chefs, baristas, bartenders and lecturers. Organoleptic test results obtained that beetroot-based health drinks can be accepted and consumed by consumers.*

*Keywords: Healthy Drink, Beetroot, Consumer Acceptance*