

## ABSTRACT

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*This study discusses the use of purple eggplant as a substitute for animal protein in making beef jerky products as a reference for a healthy lifestyle because it uses plant-based ingredients so that it will produce less fat and can also be the snack of choice for someone who starts adopting a vegetarian lifestyle because generally the product Commercial jerky uses animal protein as its basic ingredient which of course cannot be consumed by adherents of a vegetarian lifestyle, besides that the purple eggplant commodity has not received varied culinary innovations, has a long shelf life, and is of high value, which is the reason the authors discuss this research. The author takes the theory from Hadiwiyoto (1994) and Lisdiana Facharuddin (1997) in the beef jerky theory, the theory from Sunarjono (2013) in the purple eggplant theory. The method used in this research is experimental and conducts consumer acceptance tests by means of organoleptic tests to 30 consumers by distributing questionnaires. The results of this study were to determine the formulation of the purple eggplant jerky recipe by grinding purple eggplant and then mixing it with spices and brown sugar, then the printing and drying process was carried out, in addition to knowing the extent of consumer acceptance of the use of purple eggplant as a basic ingredient in making jerky. The consumer acceptance test with the results can be concluded that the purple eggplant-based jerky can be accepted by consumers with a percentage of 88% of consumers choosing to like based on taste, 82.7% attractive based on color, 88% delicious based on aroma, 84% soft based on texture and 84.7 % of consumers choose likes based on Physical.*

*Keywords: Purple Eggplant, Jerky, Vegetarian, Plant-base*