

ABSTRACT

The majority of children and adolescents in urban areas, especially the city of Bandung, rarely consume kencur rice. This happens because of technological developments that make the number of instant and ready-to-drink drinks more and more. As a result, changes in culture and lifestyle make children to adults prefer instant and ready-to-drink drinks without thinking about the contents and risks. This study aims to (1) determine the manufacture of kencur rice-based mocktail drinks and (2) determine the public's acceptance of kencur rice-based mocktail drinks. The creation of an innovative product based on kencur rice mocktail is expected to be an inspiration for entrepreneurs to further develop the potential of herbal-based drinks and increase the liking of children and adolescents in urban areas for herbal medicine.

The research method used in this study is an experimental method with primary data sources obtained from the results of a questionnaire on 100 respondents. Making mocktail drinks based on rice kencur uses three treatment variations, namely a combination of 60 ml, 70 ml and 80 ml which will be given to respondents as panelists. Then carried out organoleptic tests and hedonic quality tests to determine the acceptability of the community

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