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**DAYA TERIMA, KANDUNGAN ENERGI, PROTEIN DAN SERAT *SNACK*
BAR TEPUNG UBI JALAR UNGU (*Ipomoea batatas L.*) DAN TEPUNG
KEDELAI (*Glycine max (L) Merrill*)**

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ABSTRAK

Snack bar merupakan makanan ringan berbentuk batangan yang praktis, mudah disiapkan, dan mudah dikonsumsi. *Snack bar* di pasaran menggunakan tepung terigu sebagai bahan dasarnya. Tepung ubi jalar ungu dan tepung kedelai merupakan komoditas pangan lokal sumber tinggi protein dan serat yang dapat diolah menjadi *snack bar* sebagai *snack* sehat untuk obesitas. Tujuan dari penelitian ini untuk mengetahui daya terima, kandungan energi, protein dan serat *snack bar* tepung ubi jalar ungu dan tepung kedelai. Penelitian ini merupakan penelitian *eksperimental design*. Pengambilan sampel menggunakan teknik *purposive sampling* yang terdiri dari 25 panelis agak terlatih. Penelitian yang dilakukan yaitu dengan membuat variasi penambahan tepung campuran (tepung ubi jalar ungu dan tepung kedelai) dan oat pada *snack bar* F1 (80:20), F2 (70:30), dan F3 (60:40) kemudian diuji daya terima dan uji kandungan zat gizi (energi, protein, dan serat). Analisis data yang digunakan yaitu analisis univariat dimana menghitung rata-rata tingkat kesukaan kemudian dilakukan perhitungan persentase. Daya terima dari tiga formulasi diperoleh hasil tertinggi formula 1 (82,40%) cukup, lalu formula 3 (75%) cukup, dan terendah formulasi 2 (74,80%) kurang. Kandungan *snack bar* formula 1 energi sebanyak 88,79 kkal, protein 4,49 gram, dan serat 0,47 gram. Daya terima *snack bar* paling disukai yaitu formula 1. *Snack bar* formula 1 memiliki kandungan energi sebesar 88,79 gram, protein 4,49 gram, dan serat 0,47 gram.

Kata Kunci : Daya Terima, Kandungan Gizi, Kedelai, Ubi Jalar Ungu, *Snack Bar*

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ACCEPTANCE AND NUTRIENT CONTENT SNACK BAR PURPLE SWEET FLOUR (*Ipomoea batatas* L.) AND SOYBEAN FLOUR (*Glycine max* (L) Merrill)

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ABSTRACT

Snack bar is a snack in the form of bars that is practical, easy to prepare, and easy to consume. Snack bars on the market use wheat flour as the basic ingredient. Purple sweet potato flour and soybean flour are local food commodities that are high sources of protein and fiber that can be processed into snack bars as healthy snacks for obesity. The goals of this study was to determine the acceptability, energy content, protein and fiber of the snack bar purple sweet potato flour and soybean flour. The study was experimental research design. Sampling using purposive sampling technique which consisted of 25 moderately trained panelists. The research was carried out by making variations of the addition of mixed flour (purple sweet potato flour and soybean flour) and oats on the snack bar F1 (80:20), F2 (70:30), and F3 (60:40) then tested the acceptability and test the content of nutrients (energy, protein, and fiber). The data analysis used is univariate analysis which calculates the average level of preference and then calculates the percentage. The acceptability of the three formulations obtained the highest result that formula 1 (82.40%) was sufficient, then formula 3 (75%) was sufficient, and the lowest was formulation 2 (74.80%) less. The content of the energy 1 snack bar is 88.79 kcal, 4.49 grams of protein, and 0.47 grams of fiber. The most preferred snack bar acceptance is formula 1. The formula 1 snack bar contains 88.79 grams of energy, 4.49 grams of protein, and 0.47 grams of fiber.

Keywords : Acceptability, Nutrients, Purple Sweet Potato, Snack Bar, Soy