

INTISARI

Penggunaan gel antiseptik tangan telah menjadi kebutuhan sehari-hari dikalangan masyarakat. Pemanfaatan minyak atsiri daun cengkeh (*Syzygium aromaticum L*) dapat dijadikan alternatif zat antiseptik untuk membunuh bakteri di tangan. Untuk memenangkan persaingan produk gel antiseptik tangan di pasaran, dibutuhkan produk dengan formulasi yang baik dan inovatif untuk meningkatkan penerimaan konsumen dengan menambahkan varian aroma pada sediaan. Penelitian ini bertujuan untuk mengetahui tingkat penerimaan konsumen terhadap formulasi sediaan gel minyak atsiri daun cengkeh dan tingkat kesukaan konsumen terhadap varian aroma pada sediaan.

Formula gel antiseptik tangan ini diambil berdasarkan penelitian oleh Fardan (2017). Pilihan aroma yang diberikan adalah aroma original, leci, jeruk, dan frambozen. Penelitian ini merupakan penelitian survey eksperimental. Panelis dipilih dari rentang umur 18-22 tahun dengan status mahasiswa sesuai dengan target pasar. Sejumlah 128 panelis yang telah sesuai dengan kriteria diberikan sediaan gel antiseptik tangan untuk diaplikasikan. Panelis diminta untuk mengisi kuesioner dan diwawancarai untuk mendapatkan penilaian konsumen mengenai formulasi gel antiseptik tangan dan kesukaan konsumen terhadap varian aroma pada gel antiseptik tangan yang dianalisis melalui skor kuesioner dan skala hedonic, menggunakan metode Chi-Square dan ANOVA.

Hasil dari analisis menggunakan menunjukkan bahwa sebanyak 71% panelis menerima formulasi gel antiseptik tangan minyak atsiri daun cengkeh, dan 29% panelis tidak menerima formulasi sediaan. Hasil pemilihan aroma menunjukkan bahwa 29% panelis memilih aroma jeruk, 26% untuk aroma frambozen, 24% untuk aroma leci, dan 22% untuk aroma asli dari minyak atsiri daun cengkeh. Dari hasil analisis statistik didapatkan perbedaan yang signifikan terhadap penerimaan panelis pada formulasi gel antiseptic tangan dan terdapat perbedaan yang signifikan pula terhadap kesukaan aroma oleh panelis dengan hasil masing-masing asymp.sig sebesar 0.000.

Kata Kunci : Gel antiseptik, penerimaan konsumen, preferensi aroma, minyak atsiri daun cengkeh

ABSTRACT

The use of hand sanitizer gels in the society has become a lifestyle among people. Utilization of clove leaf essential oil (*Syzygium aromaticum L*) can be used as alternative antiseptic substances to kill bacteria on hands. To win the competition on gel hand sanitizer market, it took a product with good formulation and innovative to increase acceptance of consumers with added fragrance variants on formulation. This research aims to determine the level of consumers' acceptance and the consumers' preference level against the fragrance variation on the hand sanitizer gel formulation.

The formula of hand sanitizer gel was made based on previous research by Fardan (2017). The choices of fragrance that had been given were original, lychee, orange, and frambozen. This research was an experimental survey research. Panelists were selected from university students aged 18-22 years old who were suitable with the market target. As many as 128 panelists that met the criteria was given the gel formulation to be applied. Panelists were asked to fill a questionnaire and interviewed to obtain their perception on the gel formulation and preference towards the fragrance variation, that were analyzed from the result of questionnaire scoring and hedonik scale, using Chi-Square and ANOVA method.

The result of analysis revealed that there were as much as 71% of panelists received the formulation of hand sanitizer gel from clove leaf essential oil and 29% of panelists did not receive the formulation. The result of fregrance selection showed that 29% of panelists chose orange fragrance, 26% chose frambozen fragrance, 24% chose lychee fragrance, and 22% chose the original fragrance of clove leaf essential oil. From the results of the statistical analysis, there were significant differences of panelists' acceptance on hand sanitizer gel formulation and there were significant differences as well to the preference' panelists on fragrance variation with the result of each asymp.Sig 0.000.

Keywords: Hand sanitizer gel, Consumer Acceptance, Preference of fregrance variation, , Clove essential oils,