

STUDI PENERIMAAN DAN PREFERENSI KONSUMEN TERHADAP MINYAK GORENG CURAH YANG DIFORTIFIKASI VITAMIN A

*Study on Consumer Acceptance and Preference of Vitamin A-Fortified
Unbranded Palm Oil*

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ABSTRACT. *Vitamin A fortification in unbranded palm oil is an alternative solution to overcome Vitamin A deficiency problem. It, however, needs further study to determine consumer acceptance and preference of the Vitamin A-fortified unbranded palm oil in order to make the fortified oil is acceptable and consumed by consumer. This study was divided into two steps, they are field study, held in Barrang Lompo Island - Makassar and Babakan Village - Bogor, and laboratory study, held in Organoleptic Laboratory and Food Processing Laboratory in Department of Community Nutrition, Bogor Agricultural University. Percentage of panelist assessment and non-parametric statistical test (Kruskal-Wallis Test) was used to measure consumer acceptance and preference of fortified unbranded palm oil. The result of this study indicated that the color and aroma of fortified unbranded palm oil is accepted by the consumer. The color, aroma, and taste of food that processed with fortified unbranded palm oil were also accepted by the consumer. The complaint during the usage of fortified unbranded palm oil were mainly caused by the way consumer used and storing the sample. Thus, it can be concluded that there were no change between fortified unbranded palm oil characteristics, both used in a controlled circumstances (laboratory) and in an uncontrolled circumstances (household).*

Key words : *consumer acceptance, unbranded palm oil, vitamin A fortification*

PENDAHULUAN

Masalah Kekurangan Vitamin A (KVA) masih menjadi masalah gizi yang serius di dunia termasuk di Indonesia. Lebih dari 40% anak-anak di dunia menderita KVA (UNICEF dan MI 2004 dalam World Bank 2006). Menurut WHO (1991) dalam Almatsier (2002), diantara anak-anak prasekolah diperkirakan terdapat 6 sampai 7 juta kasus baru xerophthalmia terjadi tiap tahunnya. Sekitar 10,0% penderita Xerophthalmia mengalami kerusakan kornea, dengan

60% di antaranya hanya mampu bertahan hidup kurang dari satu tahun. Usaha-usaha untuk menanggulangi masalah KVA telah banyak dilakukan di antaranya dengan suplementasi serta fortifikasi Vitamin A pada produk pangan.

Hasil survei yang dilakukan oleh Martianto *et al.* (2005) menunjukkan bahwa sebesar 77,5% rumah tangga di Indonesia menggunakan minyak curah untuk menggoreng dan rata-rata konsumsi minyak goreng di Indonesia adalah sebesar 23 gram per hari. Menurut Amang *et al.* (1996), diperkirakan total