ABSTRACT

Indonesia is an agricultural country. One of the most important agriculture product is rice which is a staple food for people of Indonesia. Every province in Indonesia has a difference of high yielding variety of rice. It relates to the acceptance and preference of the consumers which are influenced by social environment and origin of area of the consumers where they live. The preference of consumers and the palatability determine quality and sensory characteristic of rice. This study aimed to characterize the sensorial quality of rice, identify preference of consumers to cooked rice, and to relate between the preference and the sensory descriptive of cooked rice. Four domestic high yielding varieties were evaluated by trained sensory panels and 152 peoples who consist of peoples from West Java, West Sumatra, South Sulawesi, and Papua. The result showed that the preference of consumers from West Java and South Sulawesi was influenced by the taste and texture of cooked rice. They less liked taste and texture of cooked rice from Cisokan. The preference of these consumers to the taste and texture of Ciherang and Membramo rice was more than those of Cisokan. However, the consumers from West Sumatra less preferred taste, aroma, and texture of cooked rice from Ciliwung. The consumers from Papua less preferred aroma of cooked rice from Ciherang. According to consumers, the sensory characteristics most important to acceptance of cooked rice were pandan aroma, vanilla aroma, nutty aroma, salty, umami, hardness, particle size, and roughness of mass. Using descriptive data, the researcher evaluated predictive models of cooked rice from high yielding varieties’ preference. Data collected here could be useful for Indonesian’s government in developing an understanding of the drivers of high yielding varieties of rice acceptance.

Keyword : Indonesia, Cooked rice, Rice, Preference, Sensory descriptive, Consumers, Sensory Characteristic, High yielding variety of rice