STUDY OF THE EFFECT OF FILLERS ON SEASONING ADHESIVENESS TO COATED PEANUT PRODUCT AT PT TUDUNG PUTRA PUTRI JAYA

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ABSTRACT

According to the USDA Foreign Agricultural Service, snack production in 2008 was recorded with the value of 56.8 billion USD and increased to 61.8 billion USD in 2009. This data indicates that there are many opportunities for snack companies in Indonesia. However, due to a lot of competitors, snack food companies have to be more creative in developing their products. Snack companies must provide new seasoning to keep the consumer loyalness and gain more market shares. Most of seasonings coat the base surface, so that seasoning adhesiveness is needed during products shelf life. The objective of the research is to determine the best filler formula with optimum seasoning adhesiveness on coated peanut product and good sensory attribute (appearance and overall taste). Fillers that used in garlic seasoning mixtures are dextrose, maltodextrin, dextrin, and corn starch. The method used in the research was mixture design method from Design Expert™ program. The result reveals that formula consist of dextrose, maltodextrin, dextrin, and corn starch in any composition had seasoning adhesiveness between 92.34 to 97.94%, Level of Acceptance (LoA) scores for appearance between 3.42 to 3.71 and for overall taste between 3.36 to 3.72. There were no optimum fillers formula with certain value of seasoning adhesiveness, LoA scores of appearance and overall taste since the polynomial model selected was mean. This model shows that there is an insignificant relation between filler formula with seasoning adhesiveness, LoA scores of appearance and overall taste. However, Design Expert™ program suggests combinations of all fillers.

Keywords: filler, base, Level of Acceptance and adhesiveness