

## ABSTRACT

Today rosella (*Hibiscus sabdariffa* L.) is becoming so popular. Rosella petals have pharmacological effects that have many health benefits. Rosella petals also give a fragrant floral sensation and a refreshing sourness. The sour taste of rosella petals itself because it contains 260- 280 mg of vitamin C, vitamin D, B1 and B2 in each gram (anonymous, 2010). According to the Indonesian National Standard (SNI, 2004), jelly is a gel-shaped snack that can be made from fruit juice, pectin, agar, carrageenan, gelatin or other hydrocolloid compounds with the addition of sugar, acid with or without the addition of other permitted ingredients. Jelly is a food product in the form of a gel, important physical properties related to this product are viscosity, elasticity, plasticity, flexibility, and suppleness.

Therefore, in this study will be made observant, where rosella is combined with a comparison between carrageenan and konjac. The comparative concentration between carrageenan and konjac consists of five levels, namely (0.8%: 0.2%), (0.7%: 0.3%), (0.6%: 0.4%), (0.5%: 0.5%) and (0.4%: 0.6%). The tests carried out in this study include physical tests on gel strength, physical tests on syneresis, chemical tests on pH, hedonic quality tests for texture, taste and jelly hedonic tests. The results of research on the effect of adding carrageenan and konjac on the quality of rosella jelly show that the addition of konjac affects the quality of rosella jelly, the higher the concentration of konjac, the strength of the jelly decreases and the opposite happens, the lower the concentration of konjac, the strength of the jelly will increase. The most preferred formulation of carrageenan and konjac is a ratio (0.5 : 0.5) with a hedonic hedonic quality score of chewiness 4.03 (chewy), color 3.10 (red), aroma 3.10 (ordinary rosella aroma), and taste 4.02 (sour).

Keyword : Rosella, carrageenan, konjac, quality of rosella jelly.