PHYSICAL, CHEMICAL PROPERTIES AND PREFERENCE LEVEL OF BLACK RICE FLOUR *SNACK BAR* WITH SAFFRON (*Curcuma manga* Val.*)* AND *CARBOXYMETHYL CELLULOSE* ADDITION

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ABSTRACT

Modern societies tend to choose foods that are practical, accessible and fast to meet their nutritional needs, for example, that the *snack bar*. This study aims to determine the amount of additional white turmeric powder and CMC that produces *snack bar* black rice flour are preferred.

Making the *snack bar* by the results of a preliminary analysis of the ratio of black rice flour and cornstarch (1:3). The study was conducted using a completely randomized design (CRD) with factorial pattern 2 which is the ratio percentage of white turmeric powder additions (4, 8 and 12%) and CMC concentration (0.5, 1 and 1.5%). The data obtained were calculated statistically with a confidence level of 95% and if there is a noticeable difference in the treatment group should be continued with Duncan Multiple Range Test (DMRT). *Snack bar* black rice flour analyzed physical properties (texture, color and volume development), chemical (water content, ash, protein, fat, carbohydrates, total antioxidant activity and phenol) products and the level of preference

The results showed that *snack bar* with the addition of white turmeric powder 8% and 0.5% CMC is a *snack bar* that is preferred by the panelists. *Snack bar* elected demonstrate the value of 1429.8 gf texture, color L *, a * and b * respectively 63.29, 6.17 and 15.09 and 24.76% of the volume development. Chemical test results showed values of 11.18%bb moisture, 2.21%bb ash, 8.36%bb protein, 19.50%bb fat, carbohydrates 58.72%bb, 67.71% RSA antioxidant activity and total phenol content 3, 64 mg GAE / g bk.

Keywords: *snack bar*, black rice, white turmeric, CMC, antioxidant activity