

ABSTRAK

Nasi Rendang adalah salah satu makanan tradisional khas Minangkabau, Indonesia yang cukup terkenal ke mancanegara. Nasi Rendang yang memiliki keunikan tersendiri dalam proses pengolahannya menjadi ciri khas tersendiri didalam terkenalnya makanan khas Minangkabau ini. Penelitian ini bertujuan untuk menginvestigasi minat konsumen terhadap produk olahan nasi rendang yang mengalami modifikasi menggunakan prinsip-prinsip molekular gastronomi. Pendekatan ini melibatkan penggunaan teknik-teknik khusus dalam proses memasak dan penyajian untuk memperbaiki tekstur, rasa, dan presentasi dari nasi rendang tradisional. Metode penelitian ini menggunakan pendekatan kuantitatif melalui Uji Hedonik kepada panelis tidak terlatih, Uji Hedonik ini mencakup aspek-aspek seperti preferensi rasa, penilaian terhadap tekstur baru, aroma, warna dan penampilan dalam hidangan tradisional. Hasil penelitian ini membuktikan bahwa Nasi Rendang dengan modifikasi Molekular Gastronomi 'Berbeda Sangat Nyata' berdasarkan aspek Warna dan Tampilan. Lalu, Nasi Rendang dengan Modfikasi Molekular Gastronomi lebih disukai oleh Panelis berdasarkan aspek Warna dan Tampilan, tidak dengan apek Rasa, Aroma, dan Tekstur.

Kata Kunci: Nasi Rendang, Molekular Gastronomi, Uji Hedonik

ABSTRACT

Rendang Rice is a traditional food typical of Minangkabau, Indonesia, which is quite famous abroad. Rice Rendang, which has its own uniqueness in the processing process, has become a special characteristic of this famous Minangkabau specialty food. This research aims to investigate consumer interest in processed rendang rice products that have undergone modifications using the principles of molecular gastronomy. This approach involves the use of special techniques in the cooking and serving process to improve the texture, taste, and presentation of traditional rendang rice. This research method uses a quantitative approach through a Hedonic Test on untrained panelists. This Hedonic Test includes aspects such as taste preferences, assessment of new textures, aroma, color, and appearance in traditional dishes. It is hoped that the results of this research will provide a deeper understanding of how consumers accept innovations in traditional dishes such as rendang rice, as well as the implications of using molecular gastronomic techniques in increasing the added value of food products. The practical implications of this research include the potential to develop new products that can be more attractive to modern consumers who increasingly value the combination of tradition and innovation in the culinary arts. Results of this research simplifies that Nasi Rendang using the modification of Molecular Gastronomy was 'Very Much Different' in the aspects of its Colors and Looks. Also, Panelists were much likely voting the aspects of its Colors and Looks as their favourite, not of its Taste, Aroma, and Texture.

Keywords: *Rendang Rice, Molecular Gastronomy, Hedonic Test*