

ABSTRACT

This study aims to evaluate the combination of natural ingredients in high-protein drinks, as a protein drink and its health benefits. Using an experimental method, the study involved 40 random panelists from the general public to conduct organoleptic tests as well as a assessment of consumer acceptability of the product. Panelists rated the taste, aroma, color and texture of the protein drink with results showing 95.6% of panelists gave a positive overall rating. overall. As many as 64% of panelists rated the taste of the product as very good, while the color, physical appearance, aroma, and texture were also highly appreciated. Support from previous studies showed that the main ingredients of protein drinks, whey protein and oatmeal, have significant health benefits. oatmeal, have significant health benefits, such as increasing muscle mass, accelerating post-exercise recovery and providing energy. post-exercise recovery, and providing long-lasting energy. This research proves that protein drinks can successfully fulfill daily nutritional needs and have great potential for market success. for success in the market. The product is recommended to be marketed in fitness centers, health stores, and online platforms to reach general consumers and sportspeople effectively, ensuring that the benefits and quality are effectively, ensuring that its benefits and quality can be perceived by the relevant target market.

Keywords: Protein Drink, Whey, Oatmeal, Experimental