

ABSTRACT

THE DIFFERENCE OF STORAGE TEMPERATURE ON VITAMIN C LEVELS STRAWBERRY JUICE

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Strawberry (*fragaria*) is one of the fruits with the highest vitamin C content. Strawberry (*fragaria*) is well-known as an ingredient for squeezing and extracting its juice for making beverages. In the process, the vitamin C contained in Strawberry juice (*fragaria*) is easily lost due to the oxidation process during processing and storage. Therefore, this study aims to determine the effect of storage temperature on vitamin C difference of strawberry (*fragaria*) using UV-Vis spectrophotometry method. This research was conducted experimentally with variations in room temperature and cold storage temperature for 24 hours. The absorbance measurement of the sample was carried out at a wavelength of 265.5 nm. The results showed that variations in storage temperature had an effect on vitamin C levels in strawberry (*fragaria*). The percentage of decrease in vitamin C levels at room temperature and cold temperatures is 19,40% and 7,29%, respectively.

Keywords : *vitamin C, lemon fruit, temperature, UV-Vis spectrophotometry*