***ABSTRACT***

*The purpose of this study is to determine the effect of proportion juice with water and the concentration of the jelly powder to the characteristics of noni jelly drink. The benefit of the study is to investigate the use of noni juice as a raw material in the manufacturing of functional food products. The experimental method used is 3x3 factorial in random design group (RAK) with three replications. The variable were consisted of a comparison of juice with water concentration of the jelly powder. Chemical analysis was conducted on the levels of vitamin C with iodometry method and total levels of acid by volumetric method. Physic analysis was conducted on viscosity. Organoleptic test was conducted on the taste, color, texture, and aroma. Comparison of juice and water affected the level of vitamin C, total acid concentration, viscosity and organoleptic test on taste and color, but did not affect the texture, aroma noni jelly drink. Concentration of jelly powder affected the level of vitamin C and viscosity, but did not affect the total level of acid and organoleptic test for color, flavor, aroma and texture. The interaction between the ratio of the juice with water and jelly powder concentration affected the viscosity but had no effect on vitamin C, total acid and organoleptic test for color, flavor aroma and texture.*

*Keywords: Noni fruit, pineapple, jelly drink*