The objective of this study was to produce and sensory evaluation of the banana jelly product. The banana blanching time 1, 3 and 5 minutes and 30 and 40 grams of gelatin were observed. The blanching time has an effect on brightness (L*) but red-green value (a*) and yellow-blue (b*) were not significantly different. The water activity’s ($a_w$) of banana was not significantly different between the blanching times. The highest score of sensory evaluation on appearance, flavor, taste, texture and overall liking were found on the banana jelly that has 1 minute blanching time with 30 grams of gelatin.