

CHAPTER 1

INTRODUCTION

1.1 Background

Food is one of basic need of human kind, because of that everybody need to eat food. But not every food is healthy for human body. Many people only looking for food that only delicious and did not bother with concern of their body. To maintain the health of body, we need to eat healthy food, because of that today society form healthy lifestyle.

Vegetables is one of way to live healthy, because vegetables contain many vitamins and mineral which is useful for the body. Even though vegetables is contain many vitamins, many people are wrong in processing it, and then the vitamins and mineral are burnt and lost. Every vegetable has their own way to processing it, so vegetables didn't lost their vitamins and mineral.

The carrot (*Daucus carota*) is a root vegetable, usually orange in colour, though purple, black, red, white, and yellow cultivars exist. Carrots are a domesticated form of the wild carrot, *Daucus carota*, native to Europe and southwestern Asia. The plant probably originated in Persia and was originally cultivated for its leaves and seeds. The most commonly eaten part of the plant is the taproot, although the greens are sometimes eaten as well. The domestic carrot has been selectively bred for its greatly enlarged, more palatable, less woody-textured taproot. (Anonymous ,2017)

Carrot have many vitamin and mineral, such as Vitamin A, Antioxidants, Falcalinor, Magnesium and many more. Because of that

carrot is worth to be consumed. Many ways to processing the carrot, one of them is processing into a jam. Carrot jam will have a sweet taste with many benefit of the body, so suitable for a healthy lifestyle.

Many dishes using carrot as an ingredient like a steak, usually carrot in steak just get pan-fried, because of that the texture is a little bit hard and the children dislike carrot because of that. This is why to overcome this problem, “Carotene” give a new way to consume the carrot in innovative way to combine the way of eat healthy food and delicious together became a jam. Jams can be consumed by any age, and kids will love the taste of sweet that carrots give.

1.2 Objective

The purpose of making “Carotene” for Research and Development product are:

1. Introducing the idea of healthy, yet delicious.
2. Carrot jam also can be a substitution product for people who dislike vegetable but also want to stay healthy.
3. Making a product with high-quality product that can be compete in Indonesia with profitable business prospect.