

CHAPTER I

INTRODUCTION

1.1 Background

Nowdays people are more concern about what they consume than ever. This may caused by some public figure or leader change their lifestyle to ‘ You are what you eat’. They try to sport, taking capsule,suplement,surgery and least manage their diet by eat plant-based food more. From that statment the writer can kow that diet is in their last list to do because they might have thing in mind that health food and vegetable is tastless, not appetite and boring.

Therefore, the writer make dendeng but instead of using meat, The writer use carrot. 100% using plant-based food and can be enjoyed without feeling guilty. The writer choose carrot as main ingredient because it contain fibre , because the writer try to duplicate fibrous part of beef. Eventhough , the fibre from animal is much fibrous than vegetable. Compare to reguler dendeng this dendeng wortel also contain protein even its not much as beef jerky. But dendeng wortel have other nutritions from vitamin A and vitamin C, iron, calsium, fiber, antioxidant, anti-inflamantory, etc.

All those nutriens can boost our health from eye, teeth and gums, heart, blood, vessel, bone, digestion, brain, to weight loss. With health benefit like that sure will be safe to consumer from children to adult, whether they vegetarian or not.

1.2 Objective

Purpose of making this product :

1. Provide a new solustion to vegetarian people that serve with no artificial preservatives, MSG , high in fiber and vitamin A that give bunch of health benefit and packaged hygienically.
2. Option for general consumers, mean that everyone can enjoy dendeng wortel not limited for only vegetarian.