

CHAPTER I

INTRODUCTION

1.1 Background of the study

Indonesia is renowned for its diverse culinary heritage, with each region offering unique dishes that reflect its culture and traditions. Bubur Manado, also known as Tinutuan, is a beloved traditional porridge from Manado, North Sulawesi. This dish, made from rice, corn, various vegetables, and sometimes sweet potato, is celebrated for its rich flavor and nutritional value. As consumer preferences shift towards healthier and more innovative snack options, there is a significant opportunity to transform this traditional porridge into a convenient and appealing snack: Bubur Manado Chips.

The development of Bubur Manado Chips represents a fusion of cultural heritage and modern convenience. These chips aim to capture the essence of Bubur Manado in a form that is accessible and enjoyable for a wide audience. By leveraging the nutritious ingredients of traditional porridge, such as combining several types of vegetables, such as pumpkin, spinach, and sweet potatoes, and adding rice and corn (Saptawati et al., 2018), These chips can provide a healthier alternative to conventional potato chips. This product not only preserves the flavors and nutritional benefits of the original dish but also introduces an innovative way to enjoy a traditional meal on the go.

Tinutuan (Manado porridge) is a traditional breakfast meal in North Sulawesi, known for its rich flavour and cultural significance. It is typically served with side dishes and chilli sauce (Langi, 2017). Tinutuan is produced from a variety of vegetables, making it an excellent food for meeting the body's antioxidant demands. This dish is produced by blending a variety of vegetables (kale, pumpkin, spinach, etc) with finely ground grains and maize (Saptawati, et al., 2018). With the variety of dietary products used to

make Tinutuan, Tinutuan definitely has high quantities of nutrients, including macronutrients and micronutrients (Tambahani, 2002).

Chips with variations of Manado porridge might be an interesting idea because of the originality and invention of chips products, that are rich in nutrients and have a particular flavour. Producing chips using this variation will provide a unique touch that may not be readily available on the market. Turning Manado porridge into chips is a good way to increase nutritional intake in the form of snacks because Manado porridge chips contain spinach and morning glory, which increases the fiber content of the chips; yellow pumpkin, which is high in antioxidants and corn, which is a carbohydrate source and high in vitamins A, B, and E. Aside from that, Manado Porridge chips have a savoury and smokey flavor derived from Roa seasoning, which is manufactured from smoked Roa fish. This chips product can be an effective strategy to present and promote Manado culinary pleasures to a larger community. Chips with a range of Manado porridge flavor might capture the attention of customers searching for something unique and authentic. These chips can be more profitable if they capitalize on the distinct flavor and nutritious value of Manado Porridge.

1.2 Objectives of the Study

The objectives of the assessment are as follows :

1. Create new innovation flavor variants chips
2. Creating products not only preserves regional culinary heritage but also arouses modern tastes.