

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Today, most people want something fast and instant, including food. In the market, there are various instant seasoning products which are Indonesian specialties. Indonesian cuisine is renowned for its bold flavors and the frequent use of MSG to enhance taste. Responding to this cultural preference, an innovative instant jellyfish seasoning powder has been created. Besides being more practical and fast, instant seasonings have the advantage of being more durable and overcoming the unavailability of some herbs or spices that must be added to a dish (Fitriani et al., 2019). Seasoning powder, often used as a convenient alternative to fresh herbs and spices, is popular among both busy home cooks and professional chefs (Sem, 2004). This product aims to offer a healthier and more nutritious alternative while maintaining the strong flavors beloved by the public.

Jellyfish was selected as the primary ingredient, distinguishing this seasoning from common options like chicken, beef, or mushrooms. Even though it looks strange, jellyfish can be made tasty by cooking it in different ways like marinating or drying. Jellyfish can be used as medicine and is believed to cure arthritis, high blood pressure, stomach ulcers, soften the skin, and improve digestive function (Murniyati, 2009). Jellyfish have low calories, contain 95% water, and (4-5)% protein, mainly collagen (Hsieh et al., 2001).

To further enhance the product's appeal, curry powder was incorporated. The addition of curry powder is expected to be able to neutralize the fishy smell and create a fragrant aroma, and also improve the taste. Curry powder are made with a variety of spices, usually including turmeric, coriander, cumin, fenugreek, and chili pepper. Other common additions are ginger, black pepper, mustard seeds, curry leaves, and fennel seeds (Kubala, 2020). Additional spices and seasonings

such as salt, sugar, pepper, and other herbs are included to complete the taste profile. The production process involves cleaning and soaking the jellyfish with cold water and lime juice, seasoning the jellyfish, drying it to reduce water content and extend shelf life, and blending and sifting to achieve a fine powder texture.. The final product is then packaged in airtight packaging to maintain quality and shelf life (Hicks, 2016).

This fusion of ingredients results in a practical and nutritious seasoning product that leverages the health benefits and unique qualities of jellyfish, while also catering to the strong flavor preferences of Indonesian cuisine (Wahyuningsih et al., 2022; Kubala, 2020; Ruiz-Capillas & Herrero, 2021). The creation of instant jellyfish seasoning products stems from a desire to provide a practical and nutritious food option that is easy to prepare (Ruiz-Capillas & Herrero, 2021). This product also aims to introduce the culinary potential of jellyfish, which has not been widely explored, and to enhance the value of jellyfish as a food ingredient (Torri et al., 2024). By combining the unique qualities of jellyfish with the convenience of instant seasoning and the rich flavors of curry powder, we can create a novel and appealing culinary experience (Ruiz-Capillas & Herrero, 2021).

1.2 Objectives of the Study

The objectives of this study are following below:

1. In order to explore the market potential and consumer preferences for this innovative culinary product.
2. Determining the nutritional content and potential health benefits of the jellyfish powder with curry seasoning.