

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In Indonesia, noodles are more popular compared to kwetiau, so there are not many types of kwetiau available in the country. Generally, kwetiau is made from rice flour. Indonesia faces a significant challenge with its dependency on wheat imports, driving up domestic wheat prices due to the lack of local production. However, with its abundant rice production, the country has the potential to explore alternative carbohydrate sources, such as the nutrient-rich purple sweet potato. By harnessing the power of purple sweet potatoes, Indonesia can develop healthier everyday products like kwetiau, a dish traditionally made from wheat flour. Therefore, with the introduction of purple sweet potato kwetiau, it can diversify the types of kwetiau in Indonesia. Substituting wheat flour with purple sweet potato flour not only introduces new variations in local cuisine but also reduces reliance on imported wheat, bolstering food sovereignty and sustainability.

Utilizing a blend of nutrient-rich and gluten-free purple sweet potato flour, kwetiau can be transformed into a delicious and nutritious option for consumers concerned about their health and diet. This proposal underscores the innovation in creating healthier and gluten-free kwetiau, combining premium natural ingredients to cater to the preferences and needs of modern consumers. This product has the advantage of being rich in vitamins and minerals and containing anthocyanins with antioxidant properties. However, the color produced by the purple sweet potato pigment makes some consumers less interested in trying it.

1.2 Objectives of the Study

The objectives of this study are following below:

1. In order to follow the global trend and due to increasing demand on gluten free and healthy foods, the study aims to create gluten free and high antioxidant kwetiau from local resources, which are purple potato flour
2. To identify the acceptance of gluten free and high antioxidant kwetiau from purple potato flour