

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Banana plant (*Musa acuminata*) is really familiar to all people. All part of banana plant can be used by people to make a product or even have medical applicants: the flowers in dysentery; cooked flowers in diabetics; young leaves as poultices on burns; the roots in digestive disorder (*Anonymous, 2017*). Banana as fruit or vegetables can be used as complementary ingredient or even directly consume. Banana leaves can act as traditional food wrap. The residues of banana tree can be used as pulp for paper and combustible.

Banana flower, which may called banana blossom or banana heart is a large, dark-purple blossom which grows on the tip of a banana bunch on the end of the stem holding a cluster of banana. In most tropical countries, banana blossoms are used as vegetable either raw or cooked which only the tendon core is sliced and eaten. Banana blossom has a huge nutritional value and healthy benefits. It represent a valuable source of potassium, vitamin A, C, E, minerals, fatty acid content, flavonoids, saponin, essential and non-essential amino acid, tannins, glycoside, and steroid (*Anonymous, 2017*)

Besides, banana flower also contents of 9.9 grams of carbohydrate, 5.7 grams of fiber, 1.6 grams of protein, 0.6 gram of fat per 100 grams (Sheng et al 2010). Banana blossom serves the health benefits; curing infections; overcoming diabetes and anemia; weight loss; rich source of vitamins and minerals; healthy uterus (*Anonymous, 2017*).

Chinese food is rich in color, aromatic flavor, and taste. The diversified color will arouse people's appetite greatly. As the soul of the Chinese cuisine, the combination of sweet, sour, bitter, hot, and salty enrich the taste are served. The aroma of the dish is also very important. The combination of spices and the uses of alcohol like cooking wine enhance the flavor. Chinese cooking wine is made from rice starch that has been converted to sugars. Making Chinese cooking wine only needs rice starch source, yeast, and patience during fermentation process.

When a recipe mentions cooking wine, it usually refers to Shao Xing wine or Shao Xing Huangjiu. It is made from ferment rice with alcohol percentage of 14-20%. Cooking wine is often used in marinating meat. It can eliminate the raw smell of meat and infuse a nice flavor to the dish. Cooking wine do consider to Japanese sake and dry sherry, which both well in Asian cooking. Dry sherry is closer to Shao Xing wine with a slight hint of sweetness. Japanese sake is more mild and sweet.

Product innovation is commonly regarded as a major success factor in aggressive and competitive food markets (*Grunet and Valli, 2001; Suwannapom and Speece, 2010*). Product development process controlled with a sensory analysis for delivery of acceptable products to consumers is a strategy to reduce the risk of failure (*Lawless and Heymann, 1988*). Developing a successful new product requires a correct sensory evaluation and a complete understanding of an acceptance pattern of consumers (*Tang et al, 2000*).

In Indonesia, cooking wine is frequently used, either at home or in restaurants as flavor enhancer. However, banana blossom is commonly consumes as vegetable. By leveraging carbohydrate content of banana blossom which used to produce a development product of cooking wine, offers consumers the alternative possibility to consume banana blossom.

## **1.2 Objective**

The purposes of R&D new product are as follows:

1. To introduce “AO” as an innovation substitute product of cooking wine
2. To understand the production method and marketing strategy of “AO”
3. To know the business prospect of “AO”
4. To ensure that “AO” as a new innovation product can be accepted by consumers