

CHAPTER I

INTRODUCTION

1.1 Background

Food is a very important need for us, especially to increase energy in order to run daily activities. But there are new habits that emerge today, food not only to meet the body's need for energy but also for just a snack. According to the survey, snacking has good benefits for the body. First, can control weight, second, can control emotions, third, add memory, fourth, ease the diet, and fifth, prevention of disease (*Anonymous, 2015*).

And the number of people who are not aware of the importance of eating fish, is also the main idea in making this product. Although there has been an increase, but the number still low. Ministry of maritime and fisheries said, the total consumption of our fish ranges from 2010 to 2014 is still below the existing resource inventory, average consumption rate below 38kg per capita, while the supplies are about 38kg to 51kg per capita (*Anonymous, 2017*).

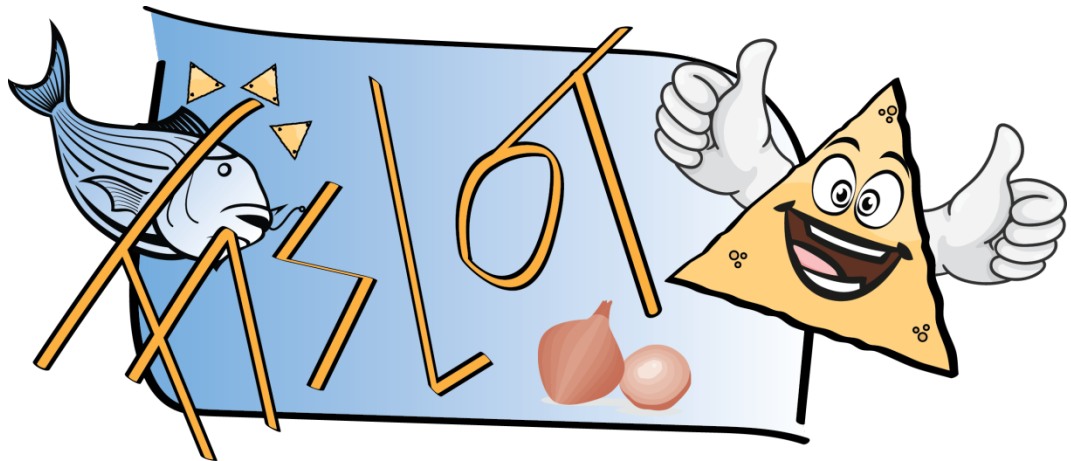
Including the number of shallot agricultural in Indonesia has a considerable amount, although sometimes have an increase in the selling price, at least still can always be in search. Shallot also has many good benefits for our body, first, prevent cancer, second, cure constipation, third, good for maintaining heart health, fourth, to treat urinary disorders, and fifth, killing germs in the mouth (*Anonymous, 2016*).

And finally here we make product innovation by combining between fish with shallot, which we named "FisLot Chip" healthy, tasty, cheap, and rich benefits products.

1.2 Objective

1. Our 'FisLot Chip' product we will sell with many variant, not from taste but from type of fish that we will wear.

2. FisLot Chip products are served without artificial preservatives, MSG, and hygienically packed so that it can compete in the world food industry in Indonesia



Picture 1.1 FisLot Chip