

CHAPTER 1

INTRODUCTION

1.1 Background

In this century Berry fruits are very familiar, for it is rich of vitamins and good minerals. Berries are taken as a healthy fruits, but the most famous berries are; Strawberry, Blackberry, Blueberry, Cherry, Acai berry, Goji Berry, Cranberry, and Raspberry. For it is very well known in the world as one of good fruits that contain good mineral properties. And these berries are very famous in the “healthy living” community, because it contain goods that will fulfill their diets. Berries are often consumed on breakfast for its ability to boost consumer’s mood and energy. Berries mentioned above are the most familiar in our ear, but there’s another fruit in the berry family that contain equal amount of good mineral properties. Not many people familiar with the name Kersen (*Muntingia calabura* L.), it doesn’t have an international name, in every region people called Kersen with different names. (Yuwono, 2017)

Kersen is a neotropic fruit originated from Tropic America (South Mexico and surround). Kersen trees are able growing anywhere, it doesn’t need to have a specific garden or farm for it to grow. It is often grow on the side road, and alongside a river. In general, kersen grow in 1000m above sea levels and soil that contain pH 5,5-6,5. Kersens are assumed as pest that interfering an ecosystem. Kersen is known as a cure to uric acid, as an antibiotic or antiseptic, cure migraine, and even an anti cancer. Until today, not many people aware what Kersen is containing and what its efficacy to human health. Kersen is a source of antioxidant, its contain 80.5mg of vitamin C / 100gr, and 124,6 Calcium /100gr. It is said that Kersen can cure uric acid with consuming 9 pieces per 3 times a day. (Anonymus, 2017)

Jam is mostly known as an additive to food, but it’s actually a fruit preserves. When fruit and sugar are combined, it is often canned and sealed for a long-term storage. Jam typically contains fruit’s juice and flesh. The term "jam" refers to a product made of whole fruit cut into pieces or crushed, then heated with water and sugar to activate its pectin before being put into containers. Fruit jam must have at least 45% fruit and may contain added pectin to compensate for the natural pectin level found in the fruit. Fruit jam with pectin need only contain 27% fruit and is allowed to contain added acidity to compensate for the natural acidity of the fruit. Fruit jam is a common companion for breakfast, a food condiment to put in your bread or cake. This Kersen Jam, is a new innovative product in the market, this jam is unique, and kersen have good benefits for human health.

1.2 Objective

1. Providing a high quality jam from Kersen fruit without any artificial preservatives and packed hygienically for competing in Indonesia’s food Industry
2. Inovating a unique product that will bring Kersen as a common variant of berry jam
3. introducing benefits from Kersen Jam to people with diseases