

# CHAPTER 1

## INTRODUCTION

### 1.1. Background

Everyone must know what jam is, especially the usual breakfast with bread must have been 'familiar' with jam. But, everyone only familiar with jam that has a sweet taste. Because the jam definition is a condiment and textured slightly dense and thick, I want to make something new and its a big chance to make it different and make everyone curious about the new product of savory jam. Especially this is authentic food from Indonesia and many cities in Indonesia is also a producer off salted eggs with good quality like Brebes,Bekasi,Bogor,Banyu Mas and many more (*Anonymous, 2008*).

Salted eggs are one source of animal protein that has a delicious, digestible, nutritious flavor. In addition eggs are easy to obtain and the price is cheap (*Anonymous, 2011*). Thats why i take advantage of this opportunity and make a new unique jam product with many benefits.

Salted eggs also have many benefits like rich in antioxidants, improving blood circulation, can maintain eye health, for bone health, brain development, prevent anemia, enchane immunity and endurance, good to skin health , improve the function of red blood cells and many more (*Anonymous, 2016*). The many benefits of salted eggs is also very suportive to enjoy the jam with many health benefits. Not only that, salted eggs also have high protein content and contain high vitamin (*Anonymous, 2016*)

In this era, everyone certainly want to get a new heathy product with the all benefits while eat something new. "Mr.Salted Jam" can complement it, thats good product to consumption with *new* taste and healthy for body. But all still there is a limit consumption because all thats *too much will never be good*.

Salted egg contains Vitamin A and vitamin B 12. Vitamin A is beneficial to promote the development of new cells in order to maintain

healthy body tissue and also maintain good visual health. A saltedegg contains about 472 IU of vitamin A, or it meets one-fifth of the recommended daily intake for women, and 16% for men. Vitamin B12 is useful for healthy nerves and improves the function of red blood cells. Each saltedegg offers about 3.8 micrograms of vitamin B12. Also supported by a small amount of some of the B complex vitamins, vitamin D and vitamin E. (*Anonymous*, 2014)

## **1.2. Objective**

1. Making “salted egg jam” to a new food product with high benefits like proteins and stay healthy for body.
2. Increasingly using the original ingredients from Indonesian that are rich in benefits to be more widely recognized by the public.
3. Make a new innovation based from salted egg with jam production method to make become a new trend and also a new flavor in food for the first time “savory jam”.