

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Eating is one of the basic human needs. A necessity. Humans have to eat in order to survive. Long time ago, humans worked really hard to be able to eat. Hunting, fishing, farming. All sources of food comes from nature. But then, humans did not know the right way to process food. They did not know how to preserve the nutritious content while eliminating harmful content at the same time.

At this moment, everything comes with an instant. Humans no longer have to hunt for food. Everything is so practical that it can save time. Noodles that were made in hours, can now be enjoyed in three minutes. In spite of the benefits offered, most instant foods are harmful to the body. It takes a lot of chemicals to make instant food tastes great, has a good appearance, and has a long shelf life. Although save for consumption, these chemicals will be bad for health consumed in the long run.

One of the most popular instant foods is potato chip. The factory adds a wide variety of chemicals to boost the selling point of the chips. Many different kinds of seasoning, coloring, and preservatives are added in the process. Even more surprisingly, factory's potato chips are not entirely made of potato. To save costs, the factory added some synthetic ingredients to increase the mass of the product. Besides bad for health, this will certainly be bad for the potato farmers.

In 2012, a survey was conducted to determine the number of intolerant in the world. It is surprising that 68% of respondents are intolerant. Food intolerance, also known as non IgE mediated food hypersensitivity or non-allergic food hypersensitivity, refers to difficulty in digesting certain foods (Nordqvist, 2016). One of the factors causing intolerance is the excess intake of foods containing chemicals.

To overcome problems above, an innovation of healthy coconut jam was created. Made hygienically and healthy without any synthetic additives, "COCO" can be consumed by anyone at any age. As is commonly known, mature coconut flesh contain high amount of fat. Coconut fat has many benefits for human body. Besides being a source of antioxidant and energy, it also helps the growth of bones and teeth in children, lower cholesterol levels, and prevent various diseases (Luciano, 2014).

## **1.2 Objectives**

- Introducing coconut jam as an innovative complementary food product that is also beneficial for health.
- Become a pioneer of healthy food product in Indonesia.
- Help create a higher and more stable income for farmers.
- Preserve Indonesian agricultural and culinary tradition.