

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In recent years, the microbreweries industry has become more popular. The microbreweries industry is growing interest in the community by adding creative flavor to beer. Microbreweries beer is commonly known as craft beer. Craft beer has gained popularity in Indonesia for the past few years especially in Jakarta and Bali, craft beer products made in Indonesia already sell in big supermarkets and are quite easy to buy nowadays. The enthusiasts of craft beer in Indonesia have gained. Craft beer is beginning to enter the market in Indonesia, nowadays we can find craft beer made in Indonesia in a few bars in Jakarta, Bali, and Surabaya.

From a worldwide perspective, the number of microbreweries from 1985-2015 grew a lot in the USA until now the number of microbreweries still increased. The craft beer grows in a very different type and flavor that makes the craft beer industry grow. This growth of microbreweries is from several factors like demand side factors, consumer organization, and the spread of information about craft beer through social media. Also, from the business side this industry is quite a good opportunity.

Craft beer is usually more expensive than the regular big industry breweries. Studies show the more consumers have the higher income they tend to buy more expensive products. Also, the community that educate and spread information about craft beer make the craft beer demand increase. (Christian Garavaglia & Johan Swinnen, 2017). Indonesia also started to demand more craft beer products.

From the growth of the beer industry, I see an opportunity to make a kersen beer product. Although in Indonesia itself it does not have the same popularity as abroad, the growth of the microbreweries industry is increasing. In Indonesia, people have only just started to know about craft beer in the last few years. Followed by the growth of craft beer breweries such as Island Brewing,

Kura Kura, Island of Imagination, Canard Brewing Co, Lion Brewery Co, Beaches Beer Bali and many more. And some of these brands can already be found in large supermarkets and several bars.

Craft beer that we know sells value such as unique taste, creativity, and quality. These aspects make the price of craft beer more expensive than mass-produced beer or commercial beer such as Bintang beer. Diverse raw materials, the length of the typical fermentation process, uniqueness and raw materials, and also beer flavor innovation are the main characteristics of craft beer. The unique taste makes many new consumers increase because curiosity and information spread on social media makes Indonesian people increasingly know and recognize craft beer.

Kersen is a tropical fruit that we often find in Indonesia. The fruit is still not widely known because it is rarely sold in the market. Indonesians often get the kersen fruit on the side of the road when playing outside. Currently, kersen is rarely found because there are few enthusiasts and it is not widely marketed like other tropical fruits.

With the fermentation process I make a kersen beer product so that kersen fruit can be known again among today's society, especially for young people. Currently, kersen is only widely known by older people because it is also influenced by the playing style of today's children who often go to the mall or play online games. Different from children in the past who often explored the surroundings. By introducing kersen fruit in the form of beer, it can make people more familiar with kersen fruit. Beer itself is a famous drink among communities today, so by processing kersen fruit again, the fruit becomes more popular.

Kersen has a high sugar content and is also a good source of carbohydrates for alcohol production. Kersen fruit has the potential to be used as an ingredient in making beer. In addition, the unique taste of kersen also adds to the uniqueness. Kersen can produce 7.5% alcohol with the addition of 20% sugar with fermentation for 6 days. (Akhmad Ansori Abdulloh, 2016).

1.2 Objectives of the Study

The objectives of this study are following below:

1. Analyzing the impact of adding kersen in making beer. Such as alcohol content, color, taste, aroma.
2. Determining the nutritional facts, food safety and packaging, as well as the financial aspects of the kersen beer innovation.