

CHAPTER I INTRODUCTION

1.1 Background

Most people in modern era enjoy fast foods. The food is typically less nutritionally valuable compared to other foods and dishes. Eating too much fast food has been linked to, among other things, colorectal cancer, obesity and high cholesterol (Anonymous, 2017). Junk food is a pejorative term for cheap food containing high levels of calories from sugar or fat with little fiber, protein, vitamins or minerals. Junk food can also refer to high protein food like meat prepared with saturated fat - which some believe may be unhealthy, although some studies have shown no correlation between saturated fat and cardiovascular diseases. When junk food is consumed very often, the excess fat, carbohydrates, and processed sugar found in junk food contributes to an increased risk of obesity, cardiovascular disease, diabetes, and many other chronic health conditions (Anonymous, 2017).

To overcome the problem above, we present a new innovation to replace meat and substitute products made from rich nutrition product and high-quality material. We make protein bars like “Herky” which is made from banana hearth, anchovies, and okra. Will have a texture similar to meat jerky.

Benefits come from “Herky” ingredients, such as banana hearth manages anemia and reduces free radical activity. Anchovies are rich in vitamin-A, which has been studied intensively as it relates to eye health. Okra contain good amounts of vitamin-K. Vitamin-K is a co-factor for blood clotting enzymes and is required for strengthening of bones.

There are different kinds of food bars to fill different purposes. Energy bars provide the majority of their food energy (calories) in carbohydrate form. Meal replacement bars are intended to replace the variety of nutrients in a meal. (Anonymous, 2017). Protein bars are usually lower in carbs than energy bars, lower in vitamins. But we will make protein bars in lower carbs, high vitamins and can against cholesterol, diabetes, and obesity.

1.2 Objective

1. Presenting high-quality ingredients are banana hearth, okra, and anchovies with original taste
2. Banana hearth jerky are like jerky meat texture are served without artificial preservatives, MSG, and hygienically packed so that it can compete in the world food industry in Indonesia.