

# CHAPTER I

## INTRODUCTION

### 1.1 Background

It is believed that breakfast is the most important meal of the day, since the body is famished during the early day and need sufficient amount of nutrients to provide energy for later work. In addition, skipping breakfast might lead to high stress level and bad mood condition, which prevent people to start their activities productively (Kapur, 2016). Concerning the importance of breakfast, having an early meal that provide satisfactory amount of nutrient is encouraged. Pork bacon is one of the most popular food that is usually prepared for breakfast in many western countries, yet the fact of having a pork-based meal might be controversial in Indonesia as Indonesian highly flavor halal food (Kurth & Glasbergen, 2016).

Surprisingly, in Indonesia, especially the Java Island, the consumption of pork meat is relatively high that it reached the amount of more than 10 million pigs consumed during 2015 (Soeherman, 2016). Although bacon is known as health damaging, it is undeniably delightful and has lots of beneficial effect to healthy body. Firstly, 4 slice of bacon on average contains adequate proportion of calories, saturated fats, and sodium that satisfy 40% of the recommended daily intake (RDI) (MacMillan, 2017). Next, as bacon is mainly consisted of fats, it contains great portion of lipid-soluble vitamins (Healthline, n.d.). Lastly, bacon could supply sufficient amount of high quality animal protein, selenium, phosphorus, and other minerals based on the RDI. Relating all these facts, I am encouraged to innovate on a bacon-based product for breakfast food.

Bacon has held a bad reputation for health for several years and many people wonder if bacon is healthy. The claims that bacon is high in fat, causes high cholesterol and ultimately leads to serious health conditions are not entirely true. According to Heesa Phadie, bacon has healthy nutrients that make it a useful part of a healthy diet. Bacon contains thiamin, vitamin B12, zinc and selenium, which are all vital nutrients the body does not naturally produce. The B vitamins are a necessary part of fighting anemia and maintaining high energy levels throughout the

day. Since bacon contains natural B vitamins, it is healthy for the body. The vitamins are needed to move nutrients around the body through the circulatory system and a deficiency can lead to serious complications. Zinc and selenium are vital antioxidants that are necessary for immune health. When the body does not receive enough nutrients and antioxidants, cells can start breaking down at a faster rate and the health is compromised. Bacon is useful in fighting health problems because it contains healthy antioxidants. The meat is surprisingly nutritious and good for mental health. Bacon is a natural mood enhancer that helps encourage positive mental states.

According to Visual.ly (2008), bacon is an addictive substance that has a neurological impact on the brain. Boss Hog on Bacon Today states that the meat causes a happy and blissful effect after eating it. The effect causes improved mood, satisfaction and lowers stress levels. This project is proposing a breakfast spread with bacon as the main ingredients, the Bacon Jam. Indonesia's cultural shift has caused households' demand of jam to increase, and it has been prospected that this market sector will continue to grow because society nowadays profoundly prefer less time-consuming meal preparation (Siswaja, 2016). The Bacon Jam is a savory jam that is expected to rapidly gain popularity in the market, exceeding the reputation of sweet-flavored spread available in the market.

## **1.2 Objective**

The purpose of making “ Bacon Jam “ products are:

1. Presenting time saving food product with high quality and delightful edible bacon jam
2. Promoting bacon as useful part of healthy diet, because bacon contains thiamin, vitamin b12, zinc and selenium, which are all vital nutrients the body does not naturally produce.
3. Introducing the new face of desired food source with more friendly price which can provide great business profits.
4. Increase state revenue, and help reduce unemployment