

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The bell pepper (also known as sweet pepper or pepper) is a cultivar group of the species *Capsicum annuum*. Cultivars of the plant produce fruits in different colors, including red, yellow, orange, green, chocolate/brown, vanilla/white, and purple. Bell peppers are sometimes grouped with less pungent pepper varieties as "sweet peppers" (*Anonymous, 2017*). The whitish ribs and seeds inside bell peppers may be consumed, but some people find the taste to be bitter.

The most common colors of bell peppers are green, yellow, orange and red. More rarely, brown, white, lavender, and dark purple peppers can be seen, depending on the variety. Orange and yellow peppers are harvested at the midpoint of maturity and therefore fall in between green and red bell peppers on the "ripeness" spectrum. These bell peppers lack the bitterness often associated with green peppers. Although they contain same type of nutrients as that in red and green bell pepper, their quantities are different. Botanically speaking, bell peppers are fruit, although they are considered vegetables in culinary contexts (*Anonymous, 2017*).

There are so many benefits we can get from bell pepper. They are low in calories, even if you eat one full cup of them, you get just about 45 calories. They contain plenty of vitamin C, which powers up your immune system and keeps skin youthful. Bell peppers also contain vitamin B6, which is essential for the health of the nervous system and helps renew cells (*SaludAmerica, 2017*).

Fruit preserves are preparations of fruits, vegetables and sugar, often canned or sealed for long-term storage, or we can call it jam. Many varieties of fruit preserves are made globally, including sweet fruit preserves, such as those made from strawberry or apricot, and savory preserves, such as those made from tomatoes or squash.

Now we know that bell peppers has a lot of benefits for our health. These days people got so little time to processing bell peppers for them to eat, *Pimilada* here to offer people the easier way. *Pimilada* is a bell pepper jam. The less variety

of consuming bell pepper is the first reason why *Pimilada* is here. We also think that by processing bell pepper into a jam, making it easier for people to digest it. On the other hand, we see a lot of opportunities since there are lack of ways eating bell pepper.

## **1.2 Objective**

Our purpose of making bell pepper into a jam for this Research and Developments as a products are:

1. Bell pepper is rarely processed into a jam in Indonesia, and we believe through our innovation we can compete in the world of food products in Indonesia.
2. Acknowledge people the health benefits of bell pepper.
3. Inspire others to be innovative at creating new products in the creative culinary industry.