

# CHAPTER I

## INTRODUCTION

### 1.1 Background

A recent survey released shows Indonesians are beginning to care more about the food they consume. In fact most of the respondents claimed to follow a certain dietary pattern. The results were obtained through a survey conducted by Nielsen's New Global Health and Ingredient-Sentiment Survey. This survey examines the various consumption behaviors that are then claimed by the respondents. Consumers are now more aware of a healthy diet, so they want to apply a diet that can overcome various health problems,

After knowing the type of food or drink to be consumed, the respondents were also noticed additional food ingredients in the food. This was revealed from the survey results of 70 percent of respondents will avoid preserved foods, 72 percent avoid artificial flavouring, and 71 percent reject artificial coloring. Although Nielsen reveals that cultural differences in reporting something can be a factor affecting outcomes. However, the trend in Indonesia is in line with the global trend. Nielsen in a global survey noted that as much as 68 percent of respondents are willing to pay more to get food with the appropriate content of their diet. One other goal that aligns this healthy diet pattern is the fact about the increasing number of degenerative diseases due to unhealthy lifestyles such as obesity, diabetes and cardiovascular disease. As many as 70 percent of respondents admitted they go on a diet to avoid the various deadly diseases.

Although it began to appear a passion of interest toward a healthy diet free of chemical compounds, the interest of Indonesian people against healthy lifestyle patterns and still need attention.

Basic Health Research Results 2013 found that as many as 26 percent of people categorized less physical activity. In addition, as many as 93.5 percent of

people classified as eating less vegetables or fruits. Riskesdas also noted that more than 77 percent of children over 10 years enjoy ingredients, 53 percent are happy sweet foods, and 40 percent still enjoy fatty foods.

In Indonesia since 1955 introduced the concept of "4 Sehat 5 Sempurna" dietary pattern for people to understand the correct diet. However, according to Professor of Bogor Agricultural University (IPB) Prof. Soekirman, in its development it turns out this concept is not right. Because, since the era of 1990, emerging nutritional problems in the community, including obesity and obesity.

The old concept emphasizes the importance of four classes of food in the form of sources of calories for energy, protein for builders, vegetables and fruit sources of vitamins and minerals for maintenance. Well, as the development of nutritional science, this concept is not in accordance with the actual conditions, because the human need for nutrition varies depending on various factors. Therefore, developed the concept or pattern of balanced nutrition.

According to Prof. Soekirman, the principle of balanced nutrition is the need for the amount of nutrition tailored to the age group, sex, health, and physical activity. Not only that, to note the variety of food types. Food ingredients in the concept of balanced nutrition is divided into three groups, namely Source of energy / energy: Grains, tubers, flour, sago, corn, and others, Sources of regulating substances: vegetables and fruits, Source of building materials: fish, chicken, eggs, meat, milk, beans and processed products such as tempe, tofu, oncom, soy milk.

People tend to prefer instant-shaped food products, such as instant powder drinks. Besides the ease in serving instant drinks is also expected to provide health benefits for the body, one of them by utilizing herbal plants. This research is an explorative research using beberpa part of meniran plant (leaves, stems, and roots) and intact meniran used in making instant powder drink, with the addition of cassia vera and stevia. Based on the results of this study it can be

concluded that the soluble time of all instant powder drinks produced is 60.17 seconds, water content of 9.2801-10.71%, the water insoluble at 1.9263-3.1912%, ash content of 0,0228-0.0278%, and favored by panelists in terms of taste, color, aroma and appearance.

## **1.2 Objective**

1. Presenting Nutritional Balance Diet Instant Powder Drink to support easy healthy lifestyle movement in Indonesia.
2. One of instant drink that being served without preservative and hygienically pack in opaque plastic bottle plus aluminium foil to maintain the quality and durability of this product.