

# Chapter I –Introduction

## 1.1 Background of ingredient

*Etlingera elatior* or mostly known as *kecombrangor honje* by Indonesian people are large ginger plants growing in clumps. *E. elatior* is an important ingredient used as a herb in many dishes in south-east Asia. For example, in North Sumatra the flower buds are used for a stewed fish dish called *Arsik ikan mas*. In Bali, people use the white part of the bottom part of the trunk for cooking chili sauce called "Sambal Bongkot". (anonymous 2016)

The flowers of *E. elatior* contain a strong anti-oxidant, anti-fungal and anti-bacterial properties. It can be used as a natural food preserver, cleanser for wounds, and a natural utensil cleanser. Chan, E.W.C. (2009). Although the sugar content of *E. elatior* is not strong enough to be developed into vinegar but with a simple add of table sugar, the making of *E. elatior* vinegar is possible.

Following the popularity of *E. elatior* in Indonesian food culture. Vinegar itself is very popular among Indonesian people. Widely used as added flavor in their food preparation, vinegars are proven to be one of the most important ingredients not only in Indonesia but also in the world. Inspired by *E. elatior* and vinegar popularity, I have decided to combine both of them into one product which is the *Etlingera elatior* vinegar that can be used as a dish ingredient and many other healthy benefits, in hopes that this product would reign as the new favorite of Indonesian people choice of vinegar.

## 1.2 Objectives

1. To know the nutrition of *Elatior* craft.
2. To know the SWOT of *Elatior* craft.
3. To know the sequence *Elatior* craft recipe.
4. To know the marketing strategy and selling price of *Elatior* cra