**CHAPTER I**

**INTRODUCTION**

**1.1 BACKGROUND**

 Healthy living is the desire of every human being. In this modern era, many people start to understand the importance of healthy living. The main aspect of healthy living is our dietary habit. ‘Diet’ here doesn’t only mean losing weight. Diet means adjusting our food. For example, we used to eat fast food which is very high in fat (cholesterol), or foods which contain much carbs that very high in sugar level, then we consume less fat or less carbs foods now. We can lose much toxic in our body such as our body fat that gives affects to our body weight. If we can adjust our dietary habit become healthy, the nutrition in our body will be balance and our body metabolism will work efficiently.

In reality, people usually think that healthy diet surrounded by less tasty food and will torment their stomach. It is shown by many kinds of viands that have bad taste, especially Moringa leaves.

Moringa is a tropical plant which is easily to be found in Indonesia. However, many of us still don’t know about the benefits of consuming this plant. This plant contains much nutrition and very low in calories which is very important for our body. But, Moringa isn’t luscious because it tastes bitter. From that statement, researcher decided to make a sweet innovation using Moringa leaves. The innovation will be in a form of preserves.

Every food which is sweet especially preserves uses sugar as the sweetener. But it has been found that sugar is very dangerous for diabetics and it contains much calories. To solve that problem, researcher will choose erythritol as the sweetener. Erythritol is a sugar alcohol which is low calories sweetener. Erythritol have no effect on levels of cholesterol, and free fatty acids. These make erythritol a safe alternative for diabetics and others with concerns about their blood glucose levels, body fat and calories. Erythritol also has a special effect when it is consumed. Erythritol contains alcohol which can evaporate when it reaches our stomach. That condition will make our body feel hungry.

Therefore, researcher add some nuts here. Researcher will use walnuts and peanuts. Those nuts are very important here. Those nuts will help our stomach stay gorged and complete the body nutrition because nutrition from Moringa leaves isn’t enough for our body metabolism. Researcher choose Walnuts and Peanuts because those nuts are nuts which is very high in proteins and also easily to be found in Indonesia.

According to that considerations, researcher is sure that this preserve contains less of calories, less fat, high in nutrition and absolutely delicious. So, this product is very suitable for people who are trying to adjust their dietary habit in healthy way and this product is originally an Indonesian product.

* 1. **Objective**
1. Creating a new invention
2. Creating a low calorie and high nutrition product
3. Making a new business opportunity
4. Figuring out the strength and weakness of the product.