

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why I make pudding products is because people today like food that is compact, has attractive packaging and tastes good. [Sweet food](#) not only "evil" and a cause of diabetes. Sweet foods also have benefits. Sweet taste in food is usually obtained from sugar or simple carbohydrates found in fruits, granulated sugar, brown sugar, rock sugar, and others. We can also get artificial sweeteners such as saccharin and aspartame found in syrup, candy, candy, and others.

So far, many people think that sweet foods can cause a number of diseases such as obesity, diabetes, tooth decay, and other diseases. Therefore, there are parents who forbid their children to eat sweet foods such as candy and chocolate, in order to avoid tooth decay. In fact, sweet foods do not always cause disease.

This Cor Badek Pudding is based on the Wedhang Cor drink from Jember. Wedhang Cor drinks are known for their warm and healthy drinks. The reason I combine Wedhang Cor to become pudding is because I want Wedhang Cor to be known by the public other than Jember. The existence of this Cor Badek Pudding will make young people more interested in consuming it. Because as we know Wedhang drinks are usually found in small stalls and are rarely found in the middle of the city.

This product that I made will use materials and tools that have been ensured to be clean and sterile. And also the ingredients will be processed independently to maintain the taste and quality.

### Nutritional and Health Benefits:

- a. Ginger has many properties, including controlling the number of free radicals, helping relieve muscle pain and reducing symptoms of intestinal inflammation, reducing fatigue, preventing colds and curing rheumatism.
- b. Fermented glutinous rice can increase the content of vitamin B1 up to three times, where vitamin B1 is needed by the nervous system, muscle cells and digestive system to function properly. In addition, glutinous tape liquid is known to contain lactic acid bacteria which is believed to have a healthy effect on the body, especially for the digestive system because it can reduce bad bacteria.
- c. Condensed milk contains more calories than nutrients. Therefore, condensed milk is only used as a mixture of food and additional sweeteners, not as the main ingredient.
- d. **Prevent cancer**
- e. **Treating Anemia**
- f. **Treating Hemorrhoids**
- g. **Maintain Skin Health**

Characteristics of Cor Badek Pudding will have a sweet, spicy and warm taste of ginger, as well as savory. This pudding will taste like Wedhang Cor drink only added with Badek (glutinous water).

### 1.2 THE OBJECTIVE OF THE STUDY

- a. Identify the way of fermenting sticky rice to produce badek water and sweet sticky rice taste.
- b. Get to know how to pack Cor Badek Pudding
- c. How to market Cor Badek Pudding
- d. Exploring the potential market for Cor Badek Pudding

- e. Identify specific market segments for the product: catering, partners
- f. Determine the product concept that is suitable for development

### 1.3 THE BENEFITS OF THE STUDY

- a. Develop ideas and creativity.
- b. Develop or create a product that is not yet on the market.
- c. Risk identification.