

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

These days, culinary business has been growing so fast than other business. That's why many people compare each other in this kind of business because it has a lot of profit that you can receive. Because of that, I want to develop our menu recipe before the food sold. I am sure that by doing this research and development will make this business more growth in the future.

Breadfruit, (*Artocarpus altilis*), tree of the mulberry family (Moraceae) and its large fruits that are a staple food of the South Pacific and other tropical areas. Breadfruit contains considerable amounts of starch and is seldom eaten raw. It may be roasted, baked, boiled, fried, or dried and ground into flour. In the South Seas, cloth is made from the fibrous inner bark, the wood is used for canoes and furniture, and glue and caulking material are obtained from the milky juice. Breadfruit is packed with nutrients, which lower cholesterol, fight infections, promote youthful skin and healthy hair. Since it contains a good amount of fiber that reduces the rate of glucose absorption, it is a diabetic friendly food. It is brimming with the heart friendly nutrient potassium that regulates blood pressure and heart rate. Breadfruit benefits the body as it contains omega-3 and omega-6 fatty acids, which stimulate skin and hair growth, regulate metabolism and promote bone health.

Batagor is a Sundanese dish from Indonesia, consisting of fried fish dumplings, usually served with peanut sauce. It is traditionally made from minced tenggiri fish meat, although other types of seafood such

as prawn may also be used. The fish paste is subsequently stuffed into wonton skins and then deep fried in oil.

This breadfruit batagor can also be enjoyed by vegetarians, especially for ovo vegetarians because this batagor does not contain meat but contains eggs so it is suitable for ovo vegetarian. Ovo vegetarianism is a type of vegetarianism which allows for the consumption of eggs but not dairy products, in contrast with lacto vegetarianism. Those who practice ovo vegetarianism are called ovo-vegetarians. "Ovo" comes from the Latin word for egg. The reason we chose vegetarian Batagor made from breadfruit is because breadfruit still many of food variants that use breadfruit as a basic ingredient. Besides that, Breadfruit has many benefits that are good for the body, healthy and of course delicious.

The reason why I made this Breadfruit flour is because Breadfruit contains considerable amounts of starch and is seldom eaten raw. It may be roasted, baked, boiled, fried, or dried and ground into flour In accelerated efforts to use breadfruit in value-added products such as chips, fries, dips, baked goods, desserts, and beverages. It has also driven interest in processing breadfruit into flour. Breadfruit flour products will expand and complement existing and potential markets for the fresh or processed fruit. Breadfruit could become an important crop to address food insecurity issues in many tropical areas, and also the short shelf-life of the fruit limits the use of this tropical resource for consumption. Processing breadfruit into shelf-stable flour will extend the use of fresh breadfruit and create a year-round supply while enhancing food security.

The characteristics of Vegetarian Breadfruit Batagor will taste savoury, sweet and a bit of spicy from the peanut sauce. Once you bite the Batagor and the sauce, you will find the Batagor has crunchy texture outside and chewy inside and the flavor combination between the sauce and the Batagor was perfect.

Nutrition and Health Benefits:

- a. Breadfruit flour was high in fibre and mineral contents while having a low fat content.
- b. The fibre present in breadfruit helps to control diabetes by reducing the absorption of glucose from ingested food.
- c. High in carbohydrates and a good source of energy and protein.
- d. The breadfruit flour is rich in essential micronutrients including antioxidants and calcium.
- e. The potassium present in breadfruit is good for the contraction of muscles.
- f. Helps lower the risk of developing colon cancer.
- g. Reduce blood pressure.

1.2 THE OBJECTIVE OF THE STUDY

- a. Identify that the breadfruit flour can replace flour as a main substance
- b. To learn about the overview of the new product.
- c. Create the creativity of all student of OTTIMMO for making their own brand and product that haven't been before.
- d. Determine the product concept that is suitable for development.
- e. To introduce local ingredients and product to the world.
- f. To learn about the new product processing sequence.
- g. Prepare costs and a definite price range for these products.
- h. Plan a market strategy for the final product.

1.3 THE BENEFITS OF THE STUDY

- a. Develop ideas and creativity.

- b. Developing and creating products that are not yet on the market.
- c. To educate all the readers about the overview of the new product.
- d. Know how to make the vegetarian Batagor