

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

The reason why I decide to make sambal products is because most people in Indonesia like chili, Sambal is a chilli sauce or paste, typically made from a mixture of a variety of chilli peppers with secondary ingredients such as shrimp paste, garlic, ginger, shallot, scallion, palm sugar, and lime juice. Sambal is an Indonesian loan-word of Javanese and Sundanese origin (sambel). It originated from the culinary traditions of Indonesia, and is also an integral part of the cuisines of Malaysia, Sri Lanka, Brunei and Singapore. It has also spread through overseas Indonesian populations to the Netherlands and Suriname.

Various recipes of sambals usually are served as hot and spicy condiments for dishes, such as lalab (raw vegetables), ikan bakar (grilled fish), ikan goreng (fried fish), ayam goreng (fried chicken), ayam penyet (smashed chicken), iga penyet (ribs) and various soto soup. There are 212 variants of sambal in Indonesia, with most of them originating from Java.

For locals, sambal is not merely a condiment, but also an integral part of Indonesian cuisine, so I make sambal shrimp paste (terasi) with strawberry and cempedak skins, sambal terasi is the most popular chili sauce in Indonesia, so I combined the sambal terasi with the ingredients in Kalimantan, namely cempedak skin which has been fermented with salt.

The reason I use strawberry and cempedak skin is instead of strawberry and salt, because the taste of the strawberry is sour and sweet and the skin of the cempedak has been fermented with salt, it can create a unique taste.

## 1.2 THE OBJECTIVE OF THE STUDY

- a. Identify the way of fermenting cempedak skin.
- b. Identify to know how to pack sambal terasi with strawberry and cempedak skin so it last long time.
- c. How to market the sambal products
- d. Exploring the potential market for sambal products
- e. Identify specific market segments for the product: catering, partners
- f. Determine the product concept that is suitable for development
- g. Product identification and method of consuming chili sauce in Indonesia

## 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. Identify of the risks.