

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

*Bakso* is such a staple meatballs soup in Indonesia and enjoyed by people at many ages. Indonesian people usually make meatballs soup using various type of meat, such as chicken, beef, or pork. On this project, I try to make seaweed meatball, more specifically *bulung boni* combine with minced fish meat. *Bulung* in Balinese mean seaweed, *boni* is a type of seaweed (as it is called in Bali). *Bulung boni* has a chewy-soft texture. It usually processed into *rujak* with *pindang* sauce or you can eat it as vegetable. *Bulung boni* belongs to the genus *Caulerpa* and is also known as *anggur laut*. Research shows that the antioxidant content of *Bulung Boni (Caulerpa spp.)* is higher than that of *Bulung Sangu (Gracilaria spp.)* and *Euchema spinosum*.

The reason why I decided to make *bulung boni* meatball as my product is because this type of seaweed has rarely use as the main ingredients for a dish, so there are so many *bulung boni* that left out. From that case, I try to turn it into a dish which is a meatball. On the other hand, the idea I combine fish meatball with *bulung boni* from Bali is because I want to introduce to Indonesian people from other islands our unique main ingredient that maybe not very well known by them. I become more enthusiast to introduce this dish looking at how most of Balinese people loves to consume *bulung boni* as their traditional snack.

Another reason I want to develop this product because it's good for a pescatarian. Pescatarian is someone who choose to add fish to a vegetarian diet so they can get the health benefits of a plant-based diet plus heart-healthy fish. Most simply, a pescatarian is someone who doesn't eat meat, but does eat fish. The term pescatarian was coined in the early 1990s and is a combination of the Italian word for fish, "*pesce*," and the word "*vegetarian*." Sometimes it's spelled "*pescetarian*," but this means the same thing.

Seaweed is a one type of vegetable which can play a role as a thickener, stabilizer, water binder in the process making of meatballs. While tapioca flour which contains amylose and amylopectin has a role in starch gelatinization. Namely the development of starch, especially in amylose and the trapping of water in the starch gel, which will affect the texture of the meatballs, so that tapioca is suitable to be made as a filler. Then the function of NaCl salt in addition to preserving meat can also improve the taste and texture of meat products. And can significantly increase myofibril proteins, namely salt-soluble proteins, composed of myosin and actin proteins.

Some research and study mention that the addition of seaweed, tapioca flour, and salt on the process of making meatball in addition to affecting the texture of the meatballs also affected the chemical quality. Among them are water content, protein, fat, ash, physical quality (pH, WHC, cooking loss), and organoleptic value (color, texture, taste, and aroma).

In 'Bakso Bulung Gek Tin', we kept the seaweed soaked in coconut water and lime juice for the whole night, this process can be useful for removing the typical fishy smell of *bulung boni*, also reduce the saltiness.

This seaweed has so many nutrition and health benefits, which improves heart health, may help to lower and manage blood pressure. *Bulung boni* is an excellent source of iodine, a vital trace mineral that plays a critical role in thyroid health, it can stabilize blood sugar levels, the antioxidant in this vegetable may play a role in helping to improve blood sugar control and reducing your risk of developing type 2 diabetes, also it's may reduce cancer risk and risk of developing certain types of cancer, it may decrease estrogen levels, which may reduce the risk of breast cancer, and keep our skin healthy. This type of seaweed helps us to prevents osteoporosis. *Bulung boni* contains higher calcium than milk, so it is very appropriate to be consumed to reduce and prevent symptoms of osteoporosis. It may boost your immune health. Some studies show that seaweed may help to boost your immune system by fighting viruses and preventing them from getting into your system.

Characteristics of 'Bakso Bulung Gek Tin' will taste savory and tasty. It depends on each individual who tasted it, there are some people who really like salty so can judge that our meatball is less salty or vice versa. Once you bite the meatball, you will find the *bulung boni* has a bit of crunchy texture, salty and savory in taste.

## **1.2 THE OBJECTIVE OF THE STUDY**

- a) Identify how to pack meatball in a right way so it last longer.
- b) Identify how to market the meatball and the legal aspects that need to be obtained.
- c) Product identification and method of producing meatball in Indonesia.
- d) Investigate the market potential for seaweed meatball in Indonesia.
- e) Identify specific market segments for products: catering, special occasion, work partners.
- f) Determine the product concept that is suitable for development.
- g) Formulate products that will meet the needs of certain market segments.
- h) Assemble, determine, and test a process to produce a product.
- i) Assessing consumer acceptance of the product.
- j) Prepare costs and a definite price range for these products.
- k) Plan a market strategy for the final product.

## **1.3 THE BENEFITS OF THE STUDY**

- a) Improving creativity skill.
- b) Developing and / or creating products that are not yet on the market.
- c) Identify of the risks.
- d) Introducing local products.