

CHAPTER I INTRODUCTION

Background

Grasshopper (*Caelifera*) is really familiar to all people. This insect is often considered as pest which harms the crops and being hated by farmers. Grasshopper is considered as the high protein alternative for people who don't or can't eat meat. A scientific experiment stated that 100 grams of grasshopper contains approximately 20.6 grams Protein, which is high enough compared to beef. Its also a great survival food that is packed with crucial nutrients. People could survive in the wilds by eating grasshoppers alone.

Grasshoppers as a snack is popular among people in Mexico, other parts of Central America, and Southeast Asia. In most country, grasshopper is either fried crispy or grilled and eaten as a whole. INAGOTEN comes in as an innovative substitution product of Furikake with grasshopper as the main ingredient. It gives the savory and crunchy texture to the Furikake. Grasshopper itself has nutritional values and healthy benefits; Magnesium, vitamin A, B, C, high protein content, calcium, zinc, and fibers.

Besides, fresh grasshopper also contents of 20.6 grams of Proteins, 6.1 grams of Fat, 3.9 grams of Carbohydrates, 35.2 Mg Calcium, 5 Mg Iron per 100 grams and cooked grasshoppers contents of 62,2 grams of Protein, 4,3 grams of Fat, 8,8 grams of Carbohydrates. Grasshopper serves the health benefits; have a high content of good quality proteins, have an antibacterial effect, maintains a healthy nervous system, easy to digest, supply energy, and rich source of vitamins and minerals. (*Yeni Nuraeni, 2019*)

Indonesian food is rich in bold flavors, spices, color, taste. The diversified taste and spices will arouse people's appetite greatly. As the symbol of Indonesian cuisine, foods and spices like tempeh, lime leaves, chillies represents Indonesian bold flavors. The combination of taste and texture of INAGOTEN will enhance the flavor of foods you are eating with. Making this furikake only needs some components; savory, sweet, spicy, nutty, and crunch which is all combined into one.

Furikake is often eaten as toppings or seasonings in dishes, mostly used as toppings in steamed rice. Furikake is sometimes used in making rice balls or fried rice. It's also can be made into sushi, or pretty much any foods you want. In Japanese, furikake is made from the combination of dried nori, sesame seeds, katsuobushi, kombu, floss or dried vegetables. The

key ingredients should be all dried to keep the product last long in the pantry. It takes less than 30 minutes to make this furikake.

Product innovation is commonly regarded as a major success factor in aggressive and competitive food market. Product development process controlled with a sensory analysis for delivery of acceptable products to consumers is a strategy to reduce the risk of failure. Developing a successful new product requires a correct sensory evaluation and a complete understanding of an acceptance pattern of consumers.

In Indonesia, grasshoppers are starting to be more popular as a high protein alternatives with affordable prices. Grasshopper snack is very popular in Gunungkidul, Yogyakarta. This is also one of the great way to help control the pests percentage in farms.

1.2 Objective

The purposes of R&D new product are as follows:

1. To introduce INAGOTEN as an innovation substitute for Furikake .
2. To understand the production method and marketing strategy of INAGOTEN.
3. To know the business prospect of INAGOTEN.
4. To ensure that INAGOTEN as a new innovation product can be accepted by consumers

1. The Benefits

- a. Develop ideas and creativity.
- b. Developing and/or creating products that are not yet on the market.
- c. Identify of the risk