

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason the writer decide to make Lychee Shrimp Ball, because lychee is a tropical native to the Guangdong and Fujian provinces of southeastern China, where cultivation is documented, from the 11 century. China is the main producer of lychees, followed by india , other countries in South Asia, the Indian Subcontinent, Madagascar and South Africa. A tall evergreen tree , the lychee bears small fleshy fruits. The outside of the fruit in pink-red, rough textured, and inedible , covering sweet flesh eaten in many different dessert dishes but I make it savory with dipping sauce.

The lychee fruit has a sweet, aromatic taste to it. Some people say it takes like a grape with a hint of rose, while other claim it tastes more like a pear or watermelon. The combination of sweet and tart means the lychee pairs well with other tropical flavors.

What happens when you eat lychee is naturally occurring toxins , in the lychee fruit have been linked to toxicity the lead to fever , convulsions and seizures. Expert fruit from jamaica say lychee contains the same poison as the lychee when unripe and cause severe illness. It is usually cooked before eating

The writer see Indonesian people really like oily food which is not good for long term of your health , many people eat food its just eating for not getting hungry but don't see the nutrition of the food. In my cooking method its just season the shrimp ball then pouring the breadcrumbs for the crispy and the writer

finish it in the oven , then while you eating you feel the good taste and also chewy, crispy texture.

Nutrition and Health Benefits :

- a. Lychee contain several healthy minerals, vitamins, and antioxidants
- b. Anti-angiogenic , means preventing tumor for growing blood vessels
- c. Anti-diabetic
- d. Cardioprotective

1.2 THE OBJECTIVE OF THE STUDY

- a. Identify if lychee shrimp ball can bring to savory dish and healthy
- b. Identify the taste of lychee shrimp ball
- c. Investigate the market potential in Indonesia
- d. Determine that the product concept that is suitable for development
- e. Assemble, determine, and test a process to produce a product
- f. Prepare cost and a definite price range for these products
- g. Plan the market strategy for the final product

1.3 THE BENEFITS OF THE STUDY

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