

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I choose pumpkin seed to be main ingredients for this yogurt, because I haven't seen pumpkin seeds processed into drink. And why yogurt? Because yogurt is healthy probiotic. Beside that, the processes of making this yogurt is not too long and it's homemade. So I find the easiest way to make pumpkin seed yogurt. And this yogurt quite different from others because added pumpkin jelly. My purpose that one pumpkin can be processed together, so I use two ingredients from pumpkin.

In Indonesia, pumpkin is easy to find because it is not difficult to grow it. Where I live, Cepu – Jawa Tengah there is gift snack named Egg Roll Waluh that main ingredient is pumpkin. So I was also inspired to use pumpkin as the main ingredient for pumpkin jelly. Usually pumpkin is used only the fruit, so I use the seeds as the main ingredient for this yogurt and become more healthy.

Yogurt is milk product resulted from bacterial fermentation as a natural abundant probiotic, food and medicine. A probiotic drink is a drink containing bacteria, these bacteria named yogurt cultures, ferment lactose to lactic acid and process milk proteins towards special texture and nutritional exclusivities. Such as bacteria beneficial lactic acid (LAB) for the digestive tract because it can improve microflora balance intestines and are able to survive in stomach acidity so that it can occupy the intestine in sufficient quantity large (Herlina and Nuraeni, 2014).

The process of making yogurt involves two factors which can determine product quality, milk concentration and fermentation

time. For this yogurt, not only pumpkin seed milk but added UHT milk in this probiotic is needed in the processing. With the purpose of increase the nutritional value of product. Milk is a carbon source for microorganism when fermentation takes time. I use UHT milk to make the taste more creamy and milky.

Nutrition and Health Benefits :

- a) Beneficial probiotics are in fact live microorganisms offering numerous health-improving effects.
- b) Improve digestive and metabolic health and immunity.
- c) They might cease oncogenic reactions and reduce or postpone cancer occurrence
- d) Nutritionally, yogurt is resourceful in essential amino acids, calcium, vitamin D, riboflavin, vitamin B6 and vitamin B12.
- e) yogurt is its balanced nature of protein, fats, carbohydrates, and minerals
- f) Yogurt can help prevent osteoporosis and high blood pressure
- g) Yogurt also promotes gut and vaginal health
- h) Help regulate blood sugar levels
- i) Pumpkin seeds are a good source of healthful oils, magnesium, and other nutrients that enhance the health of the heart

Characteristics of pumpkin seed yogurt is more watery not too thick like greek yogurt because I want to make it easy to drink and there's pumpkin jelly inside. For the taste is not too sour because pumpkin seed tastes like a nut, but for pumpkin jelly I put less sugar. So, when drink the pumpkin seed yogurt can taste the sweetness from pumpkin jelly and natural sweetness from honey.

1.2 THE OBJECTIVE OF THE STUDY

- a) Create new flavor of yogurt
- b) Identify the simple way to make homemade pumpkin seeds yogurt and jelly pumpkin
- c) Learn the processes and method
- d) Get to know market segments
- e) Assemble, determine, and test a process to produce a product
- f) Choose the right packaging for the product
- 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) Become a pioneer of new product
- b) Increase creativity
- c) Introduce and selling new products