

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I chose steamed veggie roll product is because this product can be a healthy menu for anyone to consume. In my opinion, this product may taste lacking if it is not equipped with sauce because I like spicy. Therefore, I serve this product with a sauce. The sauce is made a little different than usual because I use “sambal” as a complement with steamed veggie roll product. For people who don’t like to eat vegetables, they can try this product because the product doesn’t only serve vegetables, but also contain a filling that is able to balance the texture and taste of vegetables and filling inside.

In general, this steamed veggie roll is usually filled with meat, such as chicken, fish, shrimp, beef, etc. However, in this product, I tried to make a different filling than usual, by using red kidney beans as the filling as well as the main ingredient of this product. The reason why red kidney beans are used as the main ingredient is because red kidney beans are also used in the “sambal”.

Red kidney beans are one of the food that are often found in Indonesia. This type of bean has a fairly high protein and is usually used as protein for vegetarians because it has a low fat content. Another advantage is that red beans are free of cholesterol, so they are safe for consumption by all groups of people from various age groups. Red bean protein can also be used to reduce LDL cholesterol levels which are bad for human health, and increase HDL cholesterol levels which are good for human health. (Made A, 2009)

Red kidney beans are not good for raw consumption because they still contain several anti-nutritional compounds, such as phytic acid, oligosaccharides, hemagglutinins, anti-trypsin, and goitrogens which can inhibit the digestibility of

nutritional components. (Agranoff, 2001) Therefore, red kidney beans must go through the soaking stage before being processed. The soaking stage in red kidney beans has a function that can help reduce anti-nutrient compounds in kidney beans and increase protein digestibility. (Kanetro, 2005)

Nutrition and health benefits of red kidney bean are high antioxidants that are able to ward off free radicals and prevent aging of the body, contain high fiber, prevent blood sugar from rising because it has a low glycemic index, weight management, prevent the risk of cancer, lowering cholesterol, good for heart health, the high folate content in red beans is good for pregnant women because it can reduce the risk of birth defects (Nadia F, 2021)

Characteristics of steamed veggie roll is that it has a savory, spicy taste and the sweetness of red kidney beans that dominates the steamed veggie roll and the “sambal”. Everyone has a different level of spiciness. It means, steamed veggie roll can be consumed without the “sambal”.

The filling of steamed veggie roll is not only red kidney beans, but there are white tofu and scallions that can strengthen the taste of steamed veggie roll. The reason why I used white tofu as a supporting filling is because white tofu has a soft texture so that it is able to balance the texture of the filling between red kidney bean and white tofu. I used chinese cabbage as a roll because it has an elongated shape and a light color. Chinese cabbage can form a lot of rolls so that the product is not easily torn.

1.2 THE OBJECTIVES OF THE STUDY

- a) Identify the correct way to process red kidney beans to produce the new product.
- b) Identify how to pack the producer to make it last longer.
- c) Identify how to market this new product.
- d) Determine the suitable product concept to be developed.

- e) Determine and test the process to produce a new product.
- f) Calculate the nutritional content in this product.
- g) Calculate the exact cost and price range for these products.
- h) Plan a market strategy for the final product.

1.3 THE BENEFITS OF STUDY

1. Benefit for Student :

Researchers can discovered new variant of steamed veggies roll by using red kidney beans as the main ingredients.

2. Benefit for Ottimmo :

Have a source reference for a new type of product.

3. Benefit for Readers :

Being a reference for the readers to try this new product.