

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why I decided to make healthy tacos from petai is because tacos are a typical Mexican food that is quite liked by the people of Indonesia. The combination of tortilla or folds filled with various dishes makes the taco even more interesting to try.

E'SANO is a type of healthy dish, where from the taco shell, the filling to the sauce, it is made from low calorie and of course healthy ingredients. The reason I combine taco shells made of petai and chili sauce from petai skin is because petai are legumes which are one of the typical Indonesian foods where I want to make petai lovers enjoy in a rocky way and those who don't like petai can dare to try without having to eat in its original form. Petai, petai, or mlanding are tropical annual trees of the leguminous tribe, the petai-petai sub-tribe. This plant is widespread in the western part of the archipelago. The seeds, which are also called "petai", are consumed when they are young, either fresh or boiled.

At E'SANO tacos, we choose the good quality petai and petai peel. Then later this petai will be dried in a dehydrator and will later be processed into powder, this process is to facilitate the manufacture of taco shell petai where we know petai are available seasonally.

Drying is a method of preserving food by removing water from food so that it inhibits the growth of bacteria. Drying has been practiced all over the world since ancient times to preserve food.

Nutrition and Health Benefits :

- a) Reducing anemia.
- b) Improve digestion.
- c) Improve brain ability
- d) Control blood sugar
- e) Antioxidants
- f) Maintain heart health
- g) Recovering gout
- h) Increase metabolic processes in the body

Petai is one of the ingredients in cooking which is why I am very interested in developing unique dishes using petai. Therefore, I chose to process the petai which was mixed into the taco dough which would later become the petai taco shell.

Characteristics of E 'SANO'S taco will be savory and spicy. Depending on each person who taste it, people who like petai will enjoy the aroma, those who don't like petai may find it strange and some people who really like spicy may find our petai peel chili sauce less spicy and vice versa. Once you bite into the tacos, you will find the mushroom filling instead of grind beef, the tacos have a slightly crunchy texture, plain taste, and spicy taste from the petai peel chili sauce.

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

- a) Identify the correct way to process tacos so that crunchy even though gluten-free.
- b) Identify how to market the tacos and the legal aspects that need to be obtained.
- c) Investigate the market potential for healthy tacos in Indonesia
- d) Identify specific market segments for products: work partners.
- e) Determine the product concept that is suitable for development.
- f) Formulate products that will meet the needs of certain market segments.
- g) Assemble, determine, and test a process to produce a product.
- h) Assessing consumer acceptance of the product.

- i) Prepare costs and a definite price range for these products.
- j) Plan a 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 risks.