

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I chose this drink is because nowadays some people don't pay attention to the intake that goes into the body. They tend to eat/drink food/drinks that they think are delicious without thinking about their health, so I thought of making drinks that are delicious and also beneficial for the body.

In this drink, we chose cucumber and jicama which are food ingredients that are rarely consumed by the public even though they have good nutritional content and benefits for the body. From the journal that I read, cucumber and jicama have some benefits, such as such as hydration, preventing cardiovascular disease, diabetes, boosting the body's immune system, and increasing bone density. In addition, cucumber and jicama are food ingredients that are easy to obtain anywhere.

Usually, cucumbers are used as a side dish to the main dish mixed with several ingredients such as carrots, chilies and tomatoes, which are commonly called pickles. Jicama itself is also usually used as fruit salad or *lotis* which is consumed by eating. The reason I made this drink is because I wanted to show that there are other ways to consume cucumber and jicama.

The process of making this drink through cooking and cooling so that it can be consumed within a few days. In making jicama pudding, we also mix yogurt which of course adds the health benefits of this beverage product.

Nutrition and health benefits from the product :

1. Rich in antioxidants
2. Lower cholesterol
3. Good for detox
4. Good for digestion

5. Maintain immune system

6. Overcoming dehydration

Characteristic of Cucama Jelly Drink is it will taste sweet but not too sweet, a bit sour, and a bit spiced from the lemongrass depends on each individual's taste. Once you bite the pudding, you will taste the combination of jicama and yoghurt that has chewy texture in general.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the other way to consume cucumber and jicama
- b) Introducing other form product from cucumber and yam
- c) Processing cucumber and jicama as local ingredients that are rarely consumed
- d) Develop local products into other forms
- e) Identify how to pack beverage so it lasts a long time
- f) Product identification and method of consuming cucumber and jicama in Indonesia
- g) Identify the market potential for healthy drink
- h) Determine the product concept that is suitable for all ages
- i) Planning, determining, and testing a process to produce a product
- j) Assessing consumer attractiveness to the product
- k) Determine the market price that sells among the public

1.3 THE BENEFITS OF STUDY

- a) Develop creativity
- b) Create a product that is not on the market yet.