

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make stock gel is because in Indonesia people know stock as a liquid or powder, I want to make it different so it came up as a gel. White rice is the most used ingredients for carbohydrates, people make porridge, congee, fried rice, it's all from white rice. And lately shirataki is famous in Indonesia for the main ingredient in diet food or healthy food. Many people use stock for adding more flavor into their food, either it's chicken stock, beef stock, but in Indonesia there's only stock powder, and liquid.

For some people, They like to have a congee for their breakfast, but chicken porridge is more popular in Indonesia. Chicken stock gel will give an extra flavor into the plain congee. The reason I combine the stock gel with shirataki congee is, so people can eat congee with extra flavor from the stock but it's more healthy so it can be the substitute for white rice. I want to introduce that stock can be made, and turned into a gel so it's easier to bring.

The main ingredient are chicken feet and leftover chicken bones, that will be mixed with other vegetables like onion, carrot, ginger, etc. Many people didn't know that chicken feet have a lot of benefits for our health and body. They're high in collagen, that may help to relieve joint pain, aid skin health, and prevent bone loss. The chicken feet that we made into a stock contain a lot of

benefits too. Chicken stock rich in protein and calcium, it also improve our blood circulation.

Because the product that I made is chicken stock gel, and there's no way we can just eat chicken stock gel without anything, so I combine with shirataki congee.

Nutrition and Health Benefits :

- a) Reducing the risk of developing congestive heart failure.
- b) Rich protein and calcium that our body need.
- c) Lower joint pain
- d) Healthy immune system
- e) Improve blood circulation
- f) Shirataki high in viscous fiber
- g) Diabetes control
- h) May help prevent bone loss

Characteristics chicken stock gel will taste savory . It depends on the each individual who tasted it, there are some people that like more savory taste,we'll give more optional soy sauce and ginger on the side. Once you mix the gel stock with the plain congee, you'll find the savory taste from the gel stock and soft texture from the congee.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process stock gel to make it last longer.
- b) Identify how to pack the right stock gel and congee so it lasts a long time.
- c) Investigate the market potential for stock gel in Indonesia.
- d) Identify the health differences between shirataki and white rice
- e) Search for the product concept that is suitable for development.
- f) To know the difference between powder stock, liquid and gel.
- g) Arrange, determine, and test a process to produce a product.
- h) Assessing consumer acceptance of the product.
- i) Preparing costs and price range for these products.
- j) Plan a market strategy for the final product.

1.3 THE BENEFITS OF THE STUDY

- a) Develop new ideas
- b) Improve our creativity
- c) Creating products that are new.
- d) Identify of the risk