

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why i decided to make lumpia cakalang is because Lumpia is the trademark dish of Semarang my hometown ,which where i want to start selling the Lumpia .Store or restaurant in Semarang normally only sell Lumpia that uses chicken and/or shrimp as the protein ,The flavour itself is really good but I find it lacking in impact .Generally there are six sect of Lumpia in Semarang with different flavors ranging the original Lumpia Gang Lombok who created the Lumpia ,Lumpia Pemuda ,until the general lumpia that was created by food enthusiast that make the Lumpia based on the recipe that has been circulating in general public .

Generic Lumpia recipe in my opinion won't match the original Lumpia Gang Lombok or the other sect .So that is why i decided to add in smoky flavour and more herb/spice so that the flavour will appeal more to the general people in Indonesia ,who enjoy strong flavoured and aromatic dishes .With unique twist in ingredient and flavour we can compete with the original Lumpia in Semarang .

So for the smoky flavour i decided to use Smoked skipjack as it is still a protein source that can replace the traditionally used chicken and/or shrimp .The skipjack is a medium-sized perciform fish in the tuna family . It grows up to 1 m (3 ft) in length and It is a cosmopolitan pelagic fish found in tropical and warm-temperate waters. It is a very important species for fisheries .In Indonesian cuisine, skipjack tuna is known as cakalang. The most popular Indonesian dish made from skipjack tuna is cakalang fufu from minahasa. It is a cured and smoked skipjack tuna dish, made by cooking the fish by smoking it after clipping it to a bamboo frame.

In Lumpia Cakalang we use cakalang fufu that have been cured and smoked for 4 hour until the color of skipjack tuna turns reddish and the meat texture is rather dry and not watery .If processed correctly, cakalang fufu could last for a month thus increasing the shelf life of the Lumpia Cakalang .We can offset the dryness of the meat by adding sauce for the final dish .

The sauce we use will have the texture of a traditional lumpia sauce ,but it will have more flavor as it will contain more aromatics such as lime leaf and galangal ,and it will also use liquid smoke to add more smoky flavor to the Lumpia .

Nutrition and Health Benefits :

- a) Rich in omega 3 ,whish is good for the brain
- b) Rich in protein ,which can increase immune sytem that is needed for this covid pandemic
- c) Lower down cholesterol ,because fish is a healthy source of fat
- d) Rich in vitamin D which is needed in this covid pandemic
- e) improving appetite and digestion, weight loss, and curing cardiovascular diseases and cancer. Which is the benefit of bambooshoot

So the overall characteristic taste of lumpia cakalang will be mildly smoky ,aromatic ,and savoury .The flavor will then be amplified by the sauce since the sauce will add in stronger flavor to the dish .

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

- a) Identify the correct way to process and pack lumpia to make it last longer.
- b) Identify how to beat traditional market by innovation
- c) Identify how to market the Lumpia and the legal aspects that need to be obtained.
- d) Investigate the market potential for Lumpia in Indonesia.
- e) Identify specific market segments for products: catering, large households, work partners.
- f) Determine the product concept that is suitable for development.
- g) Formulate products that will meet the needs of certain market segments.
- h) Assemble, determine, and test a process to produce a product.
- i) Assessing consumer acceptance of the product.
- j) Prepare costs and a definite price range for these products.
- k) 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 how to beat the traditional market