

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why I decided to make karawila nugget product is because because Indonesia has a variety of natural products that can be developed into new food products. Frozen food is much liked by the people of Indonesia. because Indonesians like things that are simple and fast. therefore we make frozen karawila nuggets that are easy to cook.

In Deliz Dugget, we use karawila because I rarely find this type of food made from karawila therefore I want to make something new and also acceptable to the community and we use an oven cooking process because food can absorb fat if we fry it with oil, and food baked in an oven will contain less fat.

Nutrition and Health Benefits :

- a) Anti-stress effects
- b) Help lower cholesterol
- c) Able to Fight Microbes
- d) Has Anti-Inflammatory Properties
- e) Prevent diabetes
- f) Prevent muscle pain
- g) Maintain heart health

Typical characteristics of Deliz Nuggets have a savory taste, because oyong does not have a bland taste, then these nuggets can be categorized as vegetarian nuggets. maybe not everyone likes the bland taste of karawila but we added some spices that will give the nuggets a taste.

### 1.2 THE OBJECTIVE OF THE STUDY

- a) find out new processed product types from karawila

- b) Identify how to pack the right karawila nugget so it lasts a long time.
- c) Identify how to market the karawila nugget and the legal aspects that need to be obtained
- d) Product identification and method of consuming karawila nugget in Indonesia.
- e) Investigate the market potential for chinese okra Nugget in Indonesia
- f) Identify specific market segments for the product: large households, partners.
- g) Determine the product concept that is suitable for development.
- h) Formulate products that will meet the needs of certain market segments
- i) Assemble, determine, and test a process to produce a product.
- j) Assessing consumer acceptance of the product.
- k) Prepare costs and a definite price range for these products.
- l) Planning a market strategy for the final product to sell well in the market.

### **1.3 THE BENEFITS OF THE STUDY**

- a) Develop ideas and creativity for a new product.
- b) Developing and / or creating products that are not yet on the market.
- c) Identify of the risks.