

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays, there is too much food waste. When food waste is buried in a landfill, it breaks down and form a greenhouse gas that is up to 86 times more powerful than carbon dioxide. That greenhouse gas is called methane. Food waste is also one of the causes for freshwater pollution. When water is so crucial to humans, food waste just makes water more scarce. In order to reduce that food waste, I decided to make chips that are made from one of those food wastes.

The food waste that I used to make these chips are watermelon seeds. Many people think that these seeds are poisonous and are afraid if they accidentally swallowed one. Which is not true because in reality, watermelon seeds are so nutritious and healthy to be consumed. According to Paul Kasenene, MD, a specialist in nutrition, we should never spit a watermelon seed because it is a good source of minerals.

28.3 grams of watermelon seeds contains 146 milligrams of magnesium, 214 milligrams of phosphorus, and 184 milligrams of potassium. When the seed is ripe, there are more nutrients that can be found which includes, zinc, folate, iron and calcium, according to the U.S. Department of Agriculture. According to Sudarman 1985, watermelon seed also contains vitamin B12.

V's Chips will be made with a combination of watermelon seeds with a sweet and spicy sauce that is made from chili and tamarind. I decided to pair the chips with a sweet and spicy sauce to suit the taste of Indonesian people. Eating something spicy in Indonesia is already a habit which most people do it almost everyday.

In times like these, maintaining our immune system is hard. It turns out that both watermelon seeds and spicy foods can boost our immune system. It is stated that spicy foods contains antioxidant and antimicrobial properties and that

watermelon seeds are also packed with iron and minerals which can help protect the body and boost the immune system.

Nutrition and Health Benefits:

- a) Helps the body boost the immune system.
- b) Improve heart health and can prevent cardiovascular disorders.
- c) Prevents the body from losing potassium.
- d) Lowers blood pressure.
- e) Help overcome diabetes; it can lower glucose in our body.
- f) Rich in iron, help converts calories into energy.
- g) Helps improving memory, has a lot of magnesium. If a person lacks magnesium, it can lead to Alzheimer.

V's Chips will not only taste sweet and spicy, it will also taste a bit sour. Some people may not like it because they don't like spicy foods. It could be too spicy or not spicy enough. Once you tasted the chips not only that they are delicious, they are also very crunchy and light.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the nutritional benefits of the product.
- b) Identify the right way to store product.
- c) Identify the marketing strategy for a new brand.
- d) Trials process to produce a product.
- e) Identify the needs for customers to accept the product.

1.3 THE BENEFITS OF THE STUDY

- a) Developing ideas creatively.
- b) Creating product that has not been on the market.
- c) Know how to process watermelon seeds correctly.