

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

I decided to make a snack bar that consist of dragonfruit skin . The reason that i do this is to help reduce food waste which is one of the problem we have in our country.

A research (Angkat .N.U) states that dragonfruit or “Buah Naga” as we call it in Indonesia , is a fruit that is from the hylocereus family , originally cultivated in Mexico , Southeast Asia , India , United States , Australia , Mesoamerica and throughout the tropical and subtropical world regions.

The fruit's texture is sometimes likened to that of the kiwifruit because of its black, crunchy seeds. The seed oil contains the fatty acids linoleic acid and linolenic acid. Dragon fruit is used to flavor and color juices and alcoholic beverages, such as "Dragon's Blood Punch" and the "Dragotini". The flowers can be eaten or steeped as tea.

The red and purple colors of some Selenicereus fruits are due to betacyanins, a family of pigments that includes betanin, the same substance that gives beets, Swiss chard, and amaranth their red color .

For the dragonfruit skin we will be using drying technique . This makes the skin long-lasting and can be shaped to be an edible snack bar. This snack bar is not only delicious and nutritious , but will help reduce food waste .

Nutrition and Health Benefits :

- a) Very rich in Fiber.
- b) High in vitamin and minerals.
- c) High in antioxidants.

- d) Natural sugar
- e) Helps digestion
- f) Weight management
- g) boosts energy levels
- h) Free from preservatives = no harmful chemical for body

The characteristics of Dauren snack bar will be it's dragonfruit skin as the main ingredient . The source of it's sweetness is only honey , making it healthier compared to other snack bars that uses sugar or synthetic sweetener .

## **1.2 OBJECTIVE OF THE STUDY**

- a) To make a long-lasting snack bar.
- b) To reduce fruit waste.
- c) Identifying snack bar market trend in Indonesia.
- d) Product identification of snack bars in Indonesia.
- e) Investigate the market potential for snack bars in Indonesia.
- f) Develop a delicious and healthy snack bar.
- g) Focusing the snack bar is useful for society.
- h) To make a snack bar that community loves.
- i) Product experiment and testing.
- k) Learning market strategy to apply later.

## **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) Possibility of creating new innovative snack bar.