**CHAPTER 1**

**INTRODUCTION**

* 1. BACKGROUND OF THE STUDY

Sate lilit is a variant satay in Indonesia. originating from Balinese cuisine. This satay is made from minced pork, fish, chicken, beef, or even turtle meat and used as main course. The reason why I decide to make snack products is because most people in Indonesia think that sate lilit is a heavy meal. I want make a unique snack and that is why I made it vegan. In making vegan nuggets sate lilit, using local ingredients from Indonesia, one of which is tempe kacang.

Tempe kacang, a typical Indonesian food made from peanut dregs which is sometimes mixed with cassava flour. This food is relatively easy to find in various parts of Indonesia, especially Java, in a variety of foods. In its manufacture, tempeh in the past had many variations depending on the local commodity. One of them is from peanuts or peanut cake which is commonly known by the people of Malang, East Java. In traditional markets in the city of Malang such as Merjosari, Kebalen or Kedungkandang markets.

Base Genep is a typical basic spice originating from Bali. The ingredients needed to make Base Genep consist of 15 kinds of spices mixed together. Base genep consists of shallots, garlic, laos, turmeric, ginger, kencur, lemongrass, candlenut, chili, and shrimp paste. There are also bay leaves, lemongrass, candlenut, and lime.

The banana blossom possess the Vitamin C, A, E, fiber and potassium which are the sources of healthy nutrient. It improves the mood and lessens anxiety due to the magnesium present in banana blossom. They serve as anti-depressants without side effects.

* 1. THE OBJECTIVE OF THE STUDY
1. Identify the way of making vegan food from tempe kacang.
2. How to market the vegan products
3. Exploring the potential market for vegan products
4. Identify specific market segments for the product: partners
5. Determine the product concept that is suitable for development
	1. THE BENEFITS OF THE STUDY
6. Develop ideas and creativity.
7. Develop or create a product that is not yet on the market.
8. Identify of the risks.