

CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to snakefruit seeds flour product is because Indonesians are obsessed with snake fruit, or called as “salak” in Indonesia. Snake fruit is one of the sensation that cannot be separated from Indonesian cuisine. Snake fruit is a traditional fruit in Indonesia, all Indonesia people is eating a snake fruit.

For locals, snake fruit is not merely a condiment, but also an integral part of Indonesian cuisine. Snake fruit seeds flour can be used for frying and cooking for all food or baked a bread in will make more vitamin. The reason I make a snake fruit seeds flour, a snakefruit seeds flour is a vitamin d because I want to introduce to Indonesian people from other islands our unique main ingredient that maybe not very well known by them, and people after eat a snakefruit the seeds can be make to a flour.

Snakefruit in Indonesian, on, Java have a lot of snakefruit farm. In Snake fruit, we choose snakefruit because called the Fruit of Memory in Indonesia because it is rich in potassium and pectin, both important nutrients for brain health and development. It also contains nutrients like thiamine, iron, and calcium, as well as vitamin C. Snake fruit is known for its antidiarrheal properties, which is why some people warn against eating too much of the fruit so that you don't interrupt your regularity.

Nutrition and Health Benefits: a)

boost vision health

b) strengthen cognition

c) optimize digestion

d) increase energy

e) aid weight loss efforts and regulate blood sugar levels for diabetic patients.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process spread to make it last longer.
- b) Identify how to pack the spread so it lasts a longtime.
- c) Identify how to market the spread and the legal aspects that need to be obtained.
- d) Investigate the market potential for spread in Indonesia.
- e) Identify specific market segments for products: souvenir shops.
- 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 of the risks.