

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why i decided to make “Nugget” is because almost 85% of people in Indonesia obsessed with chicken nugget. The savory taste in the nuggets is impossible not to like. This is proven by the various types of Nugget that are scattered in whole world. Chicken nuggets have protein, carbohydrates and nutrients. But should not be consumed too often because it can cause cancer, weight gain and so on. So i decided to make a new nugget it calles nugget mushroom fritata with Taliwang flavour, this product more healthy and delicious.

Many people think that Taliwang seasoning not healthy cause to much coconut cream oil, it can cause cholesterol and bad fats in the body. So it is possible to buy this product people will think first. But take it easy because this product will use coconut milk fiber ceam which is guaranteed to be healthier than ordinary coconut milk. But for the price it might be quiet expensive.

Nugget Mushroom Fritata with Taliwang Flavour is based on the Taliwang Chicken from Lombok. Taliwang chicken is known as one of the typical foods of Lombok. The reason i combine Taliwang taste with nugget is because i want Nugget Mushroom Fritata With Taliwang Flavour is known in the public, especially in Lombok. This existence of this Nugget Mushroom Fritata will make people interested to consuming it. Because as we know, many people like nuggets to be made into their daily food.

### **Nutritional and Health Benefits:**

- a. Oyster mushroom have many benefits like; Ward off free radicals, Maintain heart health, Prevent diabetes, Maintain healthy bones and nerves, Overcome respiratory tract infections, Prevent cancer growth. ( <http://ners.unair.ac.id/site/index.php/news-fkp-unair/30-lihat/942-mengulik-manfaat-jamur-tiram-dari-segi-kesehatan> )
- b. Flour, The high content of carbohydrates, protein, and fiber in wheat flour provides its own health benefits such as supporting the digestive system, preventing colon cancer, and providing energy for the body. ( <https://www.astahomeware.com/mengenal-tepung-terigu-kegunaan-dan-perbedaannya/> )
- c. Corn Starch, One cup of cornstarch contains 488 calories with very little fiber and no protein, vitamins, or fat. ( <https://www.sehatq.com/artikel/manfaat-tepung-maizena-untuk-kesehatan-yang-tidak-anda-sangka> )
- d. Fritata made from egg, Eggs are a great source of protein and healthy fats. Studies show that eating eggs can help you lose weight because they contain only 75 calories and 7 grams of protein and 5 grams of fat as well as iron, vitamins and minerals per egg. ( <https://merahputih.com/post/read/berbahan-telur-frittata-cepat-sehat-bernutrisi-untuk-sarapan> )

Characteristic of Nugget Mushroom Fritata will have a sweet, savoury and spicy.

### **1.2 THE OBJECTIVE OF THE STUDY**

- a. Identify how make nugget mushroom with fritata.
- b. Identify the packaging of nugget user friendly for people, who wants eat immediately.
- c. Identify how to market this nugget mushroom fritata with Taliwang flavour and legal aspects that need to be obtained.
- d. Identify the method how to consuming this nugget in Indonesia.
- e. Investigate the market potensial for nugget mushroom fritata in Indonesia.
- f. Identify spesific market segments for product: cafe, catering, work with partners.
- g. Determine the product concept that is suitable for next development.
- h. Formulate this products that will meet the needs of certain market segments.
- i. Assesing consumer acceptance of the product.
- j. Assemble, determine, and test a process to produce a product.
- k. Prepare costs and a definite price range for these products.
- l. 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 risk.