

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Dates are a type of fruit that can grow at any time of the year. But generally, this fruit is often harvested in the fall or early winter in its home country. The reason, because in winter this fruit is in the freshest condition. Dates are also rich in calcium, iron, vitamin K, folate, and antioxidants such as carotene, phenolic, flavonoid, and anthocyanins. Distinguished by the level of maturity, the nutritional content of this fruit can vary from one another. For example, fresh dates contain fewer calories and sugar than dried dates. Per 100 grams of dried dates contain 284 calories and 76 grams of carbohydrates. With the same amount, fresh fruit contains only about 142 calories and 37 grams of carbohydrates. On the other hand, fresh dates contain significantly more water, fiber and protein than the dried version.

Actually there are thousands of varieties of dates in this world. But in general, they are grouped into three main categories, namely soft, semi-soft, and dry. The difference in this category is based on the length of time harvested on the tree. Dates generally take about 7 months to grow from when the shoots first appear until they are fully ripe. Date seeds, which constitute 6-15% of the total weight of the ripe date are actually a byproduct of date fruit and are largely produced in the Middle East and especially in the United Arab Emirates. It is normally discarded, used as animal feed ingredient or turned into non caffeinated coffee by the Arabs. Date seeds are composed of carbohydrates, dietary fiber, fat, ash and protein. In addition, the antioxidant content in date seed oil (DSO) was found to be similar with olive oil, which can be as a good source of antioxidant in order to fulfill the consumer's requirements.

Date seed is a byproduct of date fruit industry. Various studies that have been conducted on date seed found that it can be as an excellent source of dietary fiber. In addition, the other component such as protein and minerals also present in considerable amount in the seed. Based on the fatty acid composition of date seed oil, it is suggested the use of this oil for nutritional purpose, as edible cooking oil and also for the production of margarine due to the high stability and resistance of date seed oil to thermal treatment which indicate the good shelf life and storability of this oil even for a long period of time.

Nutrition and Health Benefits :

- a) Skin and hair recovery
- b) Healing wound
- c) Excretion of kidney stones
- d) Diarrhea Treatment
- e) Nail repairing
- f) Increase immunity for pregnant women
- g) Hair loss treatment and hair restoring
- h) Low fat
- i) low calories

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

- a) Identify the correct way to process chilli sauce to make it last longer.
- b) Identify how to pack the right chilli sauce so it lasts a long time.
- c) Identify how to market the sambal and the legal aspects that need to be obtained.
- d) Product identification and method of consuming chili sauce in Indonesia.

- e) Investigate the market potential for chili sauce in Indonesia.
- f) Identify specific market segments for products: catering, large households, work partners.
- g) Determine the product concept that is suitable for development.
- h) Formulate products that will meet the needs of certain market segments.
- i) Assemble, determine, and test a process to produce a product.
- j) Assessing consumer acceptance of the 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 risks.