

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make nastar products is because many Indonesian people like to snack in the afternoon, especially snacks for drinking coffee or tea. Snacking is a habit of many Indonesians, especially young people, but not only young people, parents also like to snack. This is evidenced by the existence of snacks that continue to grow in today's era, for example, croffles are croissants cooked using a waffle maker tool so that they are shaped like waffles and are called croffels.

Nastar is also a mandatory cake for Indonesians who are almost always there during major holidays in Indonesia. Like Muslims on Eid al-Fitr, Christians and Catholics who celebrate Christmas and Chinese people who celebrate Chinese New Year, this cake is almost loved by Indonesians, so that on big days there will always be nastar cakes among other cakes that are always available in table.

Nastar cake is a cake that has quite a lot of fans. But nastar uses quite a lot of ingredients that are high in trans-fat so I chose nastar by replacing half the flour with flour in beetroot which has many benefits, I also use margarine which has zero trans-fat content, I also changed cane sugar into stevia so it can be said that nastar is the low of trans fat and many benefits and vitamins that are in the beetroot.

In nastar beetroot, we choose local pineapples grown directly by Indonesian farmers and pineapples are also quite easy to get because they are in Indonesia. Because Pineapple is always available, there is no season in making pineapple jam, it takes quite a while to dry Pineapple that has been grated before a nastar filling which is quite dry and easy to hold to be a nastar filling.

Red beet is one of the most useful food ingredients. One of the benefits is to provide natural color in the manufacture of food products. The pigment found in red beets is betalain. Betalains are a class of antioxidants. Betalain pigments are very rarely used in food products compared to anthocyanins and beta-carotene (Wirakusumah, 2007).

The dominant betaxanthin in red beet is Vulgaxanthin I, about 95% (Stintzing, et al., 2008). Betacyanin is a red or red-violet pigment in red beets which is a derivative of betalain (Andersen and Markham, 2006). Until now, betacyanin pigments that have been produced on a large scale only come from beets (*Beta vulgaris* L). Betacyanin from beetroot (*Beta vulgaris* L) has been known to have anti-radical effects and high antioxidant activity (Mastuti, 2010). The red color of fresh beets is due to the pigment betacyanin, a nitrogen-containing compound.

The health benefits of pineapples are associated with the bromelain content in pineapples (Pavan, 2012). Bromelain has anti-inflammatory activity, fibrinolytic activity, and can prevent platelet aggregation (Bhattacharyya, 2008). Pineapple is one of the bushy fruit plants, which contains a lot of bromelain. The bromelain enzyme is most abundant in stem bromelain (SBR) found in pineapple stems rather than fruit bromelain (FBR) or bromelain in pineapple fruit itself (Muntari, et al., 2012) Bromelain enzymes are easy to obtain because pineapples are easy to obtain, bear fruit throughout the year, and are spread throughout Indonesia. (Winastia, 2011).

Nutrition and Health Benefits :

- a. Less gluten
- b. Additional color to make it more attractive
- c. Less sugar, low trans fat
- d. High in fiber
- e. Folate (vitamin B9)
- f. Manganese, potassium
- g. Iron and vitamin C

- h. In addition, consumption of high fiber intake can also prevent colon cancer
- i. Heart disease, and 2 type of diabetes.
- j. Beets have been associated with many health benefits, including increasing blood flow, lowering blood pressure blood pressure etc.
- k. Can detoxify the liver
- l. Increase energy and stamina, cleanse the blood
- m. Increase blood flow to the brain,and
- n. Can treat anemia.

1.2 THE OBJECTIVE OF THE STUDY

- a. Identify the correct way to process nastar to make it last longer.
- b. Get to know how to pack the right nastar to make it last longer and increase the selling value
- c. Identifying how to market nastar and necessary legal aspects
- d. Obtained.
- e. Identification of products and how to consume nastar in
- f. Indonesia.
- g. Exploring the potential of the pastry market in Indonesia.
- h. Identify specific market segments for the product: big holidays in Indonesia, large households, work partners.
- i. Determine a suitable product concept to be developed.
- j. Formulate a product that will meet the needs of a particular market segment.
- k. Assemble, define, and test a process to produce a product.
- l. Assessing consumer acceptance of the product.
- m. Prepare a definite cost and price range for the product.
- n. Planning the 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.