

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

The reason why the writer chose this side dish is because the writer want to introduce more other preparations from 2 types of food ingredients, namely catfish and spinach. The writer processed catfish and spinach into seasonings that can also be used as a side dish. The writer was inspired by furikake which contains nori, shredded and others. But the difference here is that the author use ingredients that we often encounter every day and consume. The writer use catfish as the main ingredient, the writher also use spinach leaves and sesame seeds. It seems familiar to hear furikake sprinkles, in Indonesia itself there are brands and with various flavors.

But why do the writer really want to make LeBay, because the writer myself want to develop the cultivation that is where the witer live. The writer also want Indonesians to be able to enjoy catfish that is not only fried or processed with gravy. Likewise with spinach leaves which are usually made into a soup or spinach chips. Many people also do not like catfish because the food consumed by the fish is not clean. There are also people who do not like to eat vegetables. The writer want the products that the writer have produced can be liked by consumers, not many people know that catfish has many benefits for the health of the body, as well as spinach which we often consume and we know the benefits for our bodies.

Nutrition and healt benefits:

1. There are vitamins A, B complex and E in spinach.
2. Spinach can also maintain eye and skin health.
3. Catfish is rich in omega fatty acids, vitamins and many nutrients that can increase our stamina.
4. Low calories and maintain diabet.
5. Boost the immune system.

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

- a) Identify other ways to consume catfish and spinach
- b) Identifying how to pack sprinkles (side dishes) to make them last longer
- c) Identify potential market for seasoning
- d) Identification of products and ways to consume catfish and spinach.
- e) Determine the market price that sells in the community
- f) Determine a suitable product concept to be developed.
- g) Assessing consumer acceptance of the product.
- h) Planning and testing processes to produce products

## **1.3 THE BENEFITS OF THE STUDY**

- a) Develop creativity for reader
- b) New knowledge for other students
- c) Create a product that is not yet on the market.