**CHAPTER I**

**INTRODUCTION**

* 1. **Background Study**

One of Indonesia's tropical forest plants that have not been widely used is parijoto (Medinilla speciosa). In Indonesia, this plant can be found in the forest area of ​​the Muria Mountains, Kudus Regency. This plant thrives on mountain slopes at an altitude of 800 to 2,300 meters above sea level. The plant has a type of leaf which if consumed will taste bitter and sour, so it is often used as medicine by local people. (Rizki, 2018) Traditionally parijoto fruit (M. speciosa) is used as a canker sore, anti-inflammatory and anti-bacterial. Parijoto trusted by the people in the area of ​​Mount Merapi can improve fetal fertility and maternal health.

Where the community of Colo Village, Kudus Regency has the belief that if pregnant women consume parijoto, if the child is a boy it will look capable, if the woman looks beautiful (Wibowo, 2012). In several existing studies, there are several substances in this fruit including, thocyanins are a group of pigments that are red to blue. Distributed in plants. Anthocyanins are widely used as a colorant in food in the hope of helping maintain health and prevent diseases such as degenerative diseases, cardiovascular disease, cholesterol and cancer. Anthocyanins are also used as a substitute for sodium nitrite in the fermentation of meat products (Priska, 2018).

In addition there is also a substance called Saponin which is a compound that tastes bitter, pierces and causes sneezing and often causes irritation of the mucous membranes. Saponin are also capable of destroying red blood cells through hemolysis reactions, are toxic to cold-blooded animals, and many of them are used as fish poisons. Saponins when hydrolyzed will produce aglycones called sapogenins. It is a compound that is easily crystallized by acetylation so that it can be purified and studied further. Saponins that are potentially harsh or toxic are often referred to as sapotoxins.

Cancer cells and tumors in the body. (Nadjeeb, 2009). Cardiac glycosides are secondary metabolites found in plants that have been used since ancient times as drugs for arrhythmias and heart failure. Cardiac glycosides are often called cardiac steroids. An example of this compound is digoxin, a cardenolide isolated from plants and plays a role in cardiotonic activity which is the basis for flavonoids and glycosides that function as temporary sugar reserves, and reduce the risk of coronary heart disease for people who are young. Then there are terpenoids, which are dehydrogenated and oxygenated derivatives of terpene compounds. Terpenoids are also known as isoprenoids. This is because the carbon skeleton is the same as isoprene compounds (C5H8). Chemically, terpenoids are an amalgamation of isoprene units. This substance also has an important role in the growth of substances to facilitate digestion such as preventing diabetes, the substance in the form of gas molecules makes this fruit can be used as an extract or perfume. (Kren & Martinkova, 2001).

Food processing can be carried out in various temperature ranges, ranging from low temperatures to high temperatures. The processing process can affect changes in the nutritional content and chemical components present in food, as well as in the processing of parijoto fruit. In addition, various processing temperatures will also have an impact on the content of bioactive compounds such as antioxidants and their activities. Parijoto fruit processing will also add to making this fruit accessible to the wider community, because in addition to its substances that can protect the body from various diseases such as canker sores with vitamin C, as well as flavonoids that protect the body from the dangers of free radicals, therefore the use of the product This must be maximized so that it can be enjoyed by all people.

The reason the author chose this unique fruit as research material is the development of fruit as a delicious snack and easily enjoyed by all people, and can be known as a local fruit that is rich in benefits (Anonymous, 2021).

* 1. **Objectives of The Study**
1. Identify the correct way to process parijata snacks product
2. Identify the correct way to package parijata snacks products to make them more durable.
3. Identify how market parijata snacks products along with necessary legal aspcect.
4. Identify the market and segment of fruit leather in Indonesian for snacks.
5. Determine the product concept that is suitable for research and development.
6. Determine the product that will meet the market segment.
7. Define, and test a process to produce a product.
8. Destermine the market strategy for the final product.
	1. **Benefits of The Study**
9. Benefits for Students

Became one of the creative business idea in the future. Development for new product in market. Identify or reserach about risk to devolpment some product.

1. Benefits for OTTIMMO

Enrich database of edible snack through Reseach & Development program.

1. Benefits for readers

As an idea to create mindset about any fruit waste can be use for product ingredients.