**CHAPTER 1**

**INTRODUCTION**

* 1. BACKGROUND OF THE STUDY

The reason why the writer decided to make a Fusion Food product is because the writer want to make Balinese food more renowned in Surabaya. Balinese food in Surabaya was too expensive and does not have any uniques. The writer made Sate Lilit but in different kind of serving, because the writer made it to a Gyoza and it also a vegan food. The writer wants to make this product cheaper than other Balinese food, The writer can make this dish more cheaper because the writer uses an Indonesian White Tofu for the main ingredients.

White Tofu/Tofu, also known as beancurd, is a food prepared by coagulating soy milk and then pressing the resulting curds into solid white blocks. Nutritionally, tofu is low in calories, while containing a relatively large amount of protein. Tofu first originated in China and has been consumed within China for over 2,000 years dating back to the Han dynasty.

Gluten Free wrapper is a dumpling wrapper that made from Tapioca flour, Rice flour, and water. This wrapper is gluten free because this wrapper doesn’t use wheat flour that has a gluten in it.

Vegan Gyoza Sate Lilit can be combined to a Ramen not just for a snacks. This dish is not the same as in Bali, because the writer wants to fit this to the Javanese cuisine. The reason why the writer make this Sate lilit to a Gyoza because the writer wants it to be unique and also the writer make this to a Vegan food because the writer wants Vegan People can taste a Sate Lilit too but in a different way. This dish has a Signature vegan sauce, this sauce has a sweet, spicy, nutty, and richness taste, The writer did not use peanut in this sauce but the writer use a candlenut to make it more local.

Base Genep is a basic spices from Balinese cuisine. This basic spices oftenly use in Bali for any dish except the dessert. You can use base genep for a soup, appetizer, snacks, even a maincourse like Babi Guling(Suckling Pig). Base Genep was already known since 2000 years ago. Base Genep has a unique taste that you can not find in other Indonesian food, because this spices has over than 10 herbs and spices to make it. Base Genep has a very strong herbs and spices and that is why the writer do not want this dish has a powerful spices because the writer wants it to fit the Javanese cuisine.

Nutrition and Health benefits :

1. Ease digestive symptoms
2. Reduce chronic inflammation
3. Boost energy and promote weight loss
4. Appears to lower blood sugar levels and improve kidney function
5. Linked to a lower risk of heart disease

Characteristics of Vegan Gyoza Sate Lilit is savoury, a little bit spicy, and rich because of the Base Genep. The Signature Sauce has a sweet, spicy and rich but it depends on the each individual who tasted it, there are some people who very likes spicy food so they can taste this sauce not too spicy, but if people who does not like spicy food, they will taste this sauce was too spicy for them. Once you bite the gyoza, you will find the crunchy texture from chopped black wood ear and the richness from the Base Genep.

* 1. THE OBJECTIVE OF THE STUDY

1. Identify the way of making gluten free dumpling wrappers.
2. Identify to know how to make a vegan sate lilit filling.
3. How to market the Vegan product.
4. Exploring the potential market for Vegan products
5. Identify specific market segments for the product: restaurants, partners
6. Determine the product concept that is suitable for development
7. Product identification and method of consuming Balinese cuisine at East Java.
   1. THE BENEFITS OF THE STUDY
8. Develop ideas and creativity.
9. Develop or create a product that is not yet on the market.
10. Identify of the risks.