

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Cookies have been around for a long time in Indonesia. Cookies are one of the snacks that are always available during big celebrations in Indonesia. Therefore, cookies themselves have become one of the common snacks that are liked by everyone. Here the author want to make healthy apple cookies by combining it with apple peel waste. The author make gluten free apple cookies from cookies in general.

The reason the author make this gluten free cookies is because from the author experience, it is still very difficult to find delicious and affordable gluten-free cookies. The author also make this cookies with honey which makes the sugar content lower than granulated sugar. Plus there are still many people who are still unfamiliar with the term "Healthy Cookies". Here the author really want to introduce to many people that healthy food doesn't have to be expensive and tastes good like cookies in general. In addition, the author also made these cookies with a mixture of almond flour and homemade apple skin flour. The author chose almond flour because almond flour gives these apple cookies body and is not mushy. The author chose to make apple skin flour because apple skin has a lot of nutrients and the author wanted to enhance the apple flavor in these cookies (Amalia,2020). In addition to gluten free apple peel flour, another benefit of apple skin is that it can produce good bacteria in the body. Apples contain pectin, a type of fiber that acts as a prebiotic that can feed the good bacteria in the gut (Istihanah ,2021)

At Lo'Calow, the author made these cookies using apple skin flour as the main ingredient. The reason the author use apple skin is because apple skin has many benefits for our body and often becomes waste. To make the apple skin into flour, the author use a dehydrator. This machine is used to reduce the water content (dehydrate) of fruits or vegetables before frying so that the resulting product is more crispy.

Nutrition and Health Benefits :

- a) Reducing the risk of heart disease.
- b) Reduce joint pain
- c) Weight management
- d) Pain relief
- e) Antioxidants
- f) Diabetes Prevention
- g) prevent allergies
- h) Prevent Cancer

These cookies have a savory, aromatic, and not too sweet taste. The aromatic taste of cinnamon powder goes well with apple cookies. Lo'calow also makes these cookies using honey instead of sugar. Honey contains high antioxidants and provides stamina for the body (Shoemaker,2021) .Besides that, Lo'calow also made it with homemade apple skin flour and almond flour as a substitute for wheat flour. So that makes these cookies much healthier because they are gluten free.

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

- a) Identify the correct way to process apple skin flour .
- b) Identify how to pack the right cookies so it lasts a long time.

- c) Identify how to replace the flour with gluten free flour.
- d) Identify how to market the gluten free cookies and the legal aspects that need to be obtained.
- e) Product identification and method of consuming healthy snack in Indonesia.
- f) Investigate the market potential for healthy cookies in Indonesia.
- 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 for the product.
- b) Taught me to deal with problems during the process
- c) Developing and / or creating products that are not yet on the market.
- d) Identify of the risks.
- e) Focus on goal and planning