

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make snacks product is because Indonesians are obsessed with snacks, or called as “camilan” in Indonesia. Sweet flavor is one of the sensation that cannot be separated from Indonesian snacks. This is proven by the various types of snacks that are scattered in Indonesian local culinary. For most Indonesian people prefer eating snack than eating heavy food.

For locals, mochi is not a common snacks, Mochi is a Japanese rice cake made of mochigame, a short-grain japonica glutinous rice, and sometimes other ingredients such as water, sugar, rice flour, and cornstarch.. The reason I combine the watermelon rinds jam with Mochi, is because I want to introduce to Indonesian people to other healthy snacks and our unique main ingredients that most people throw away when they buy a watermelon.

Watermelon is a flowering plant species of the Cucurbitaceae family and the name of its edible fruit. A scrambling and trailing vine-like plant, it's a highly cultivated fruit worldwide, with more than 1.000 varieties. Not only that Indonesia is a thriving environment for red watermelon, Indonesia also produces distinctive varieties of watermelon such as yellow watermelon and orange watermelon. A most recent big watermelon producer in Indonesia. The region include Jember, Banyuwangi, Pasuruan, Malang, and Madiun. In this snacks I will be using the red watermelon.

In Wochi, we use watermelon rinds jam that had been home made by my self and my team. This jam process makes the rind softer to process and easy to digest, improves the taste pf the rinds, also gives a caramelized flavor to the watermelon rinds and does not eliminate the vitamin contained in rinds.

The two main methods for preparing jams, marmalades, preserves, and conserves are by cooking fruit and sugar. Pectin is a natural gelling agent found in the skins/peels and seeds of fruit.

Nutrition and Health Benefits :

Health Benefit of White glutinous rice flour:

- a) Helps to lose weight
- b) Promotes healthy liver
- c) Promotes bone health
- d) Reduce stroke risk
- e) Boosts immune system

Health Benefits of Coconut Milk:

- f) Healthy cholesterol levels
- g) Prevention of anemia
- h) Healthy hair and skin

Health Benefit (watermelon and honey):

- i) Maximize energy performance
- j) Lower blood pressure
- k) Meet fiber needs
- l) Improve hair and skin health
- m) Overcoming muscle pain
- n) Increase body immunity

Characteristics of Wochi's snack will taste sweet, chewy, and soft. It depends on the each individual who tasted it, there are some people who really like snack but stay healthy can enjoy this snack too, you will find texture from the rinds jam as well, sweet in taste, and chewy texture from the mochi.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process watermelon rinds.
- b) Identify how to pack the mochi and watermelon rinds jam so it last a long time..
- c) Identify how to market the mochi, the watermelon rinds jam and the legal aspects that need to be obtained.
- d) Product identification of snacks in indonesia..
- e) Investigate the market potential for unique snacks in Indonesia.
- f) Identify specific market segments for products: catering, large households, work partners.
- 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.
- b) Developing and / or creating products that are not yet on the market.
- c) Identify of the risks.