

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

The main reason I chose high-fiber jelly candy is considering I am a sweet food lover, one of the sweet foods that I like is candy. Candy itself has a high sugar content. And some people don't even realize how much sugar is in candy. This is evidenced by 19.5 million cases and is ranked number 5 in the world in 2021, and predicted to increase to 28.6 million in 2045. This candy comes with innovations that not only provide a sweet taste, but also have good nutrition for body.

This Milky Way jelly candy has the main ingredient which is high in fiber, namely Multigrain. Which consists of Brown Rice, Black Rice, Barley, Basil Seeds, Green Beans, Glutinous Rice, Corn, Sesame, Red Millet and White Millet. Even though Multigrain has many benefits for the body, one of which is being able to reduce the risk of diabetes because this candy has a low GI (Glycemic Index) which means foods with low glucose levels. Many Indonesian people are not used to consuming it and maybe many are not familiar with it. And this jelly candy can help prevent hypoglycemia in people with diabetes

This is where my idea came from, by making high-fiber candy made from Multigrain and a healthier sugar option, Stevia, which can also prevent the risk of kidney disease. The process of making this candy uses a dehydration technique that

is able to make the candy last longer without preservatives and does not damage the content in it.

Nutrition and health benefits of the product :

1. Reduce the risk of Diabetes.
2. Control body weight.
3. Prevent the risk of kidney disease.
4. Streamlining digestion.
5. Lowering blood sugar levels.
6. Help prevent hypoglycemia in people with diabetes

The characteristic of Milky Way Jelly Candy it is sweet and it taste like a typical Dutch licorice candy. After you bite into the jelly candy, you will feel the various textures, which are hard on the outside and chewy on the inside like dried fruit.

## 1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the other way to consume multigrain.
- b) Identify how to pack candy so it lasts a long time.
- c) Product identification and method of consuming multigrain in Indonesia.
- d) Identify the market potential for healthy candy.
- e) Determine the product concept that is suitable for all ages.
- f) Planning, determining, and testing a process to produce a product.
- g) Assessing consumer attractiveness to the product.
- h) Determine the market price that sells among the public.

- i) Making alternative healthy snack.

### 1.3 THE BENEFITS OF THE STUDY

- a. Develop ideas and creativity.
- b. Develop or create a product that is not yet on the market.
- c. Identify of the risks.