

CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make sorghum product is to introduce sorghum to Indonesians, since not every Indonesians know what exactly sorghum is. Sorghum is a genus of about 25 species of flowering plants in the grass family. Some of these species are grown as cereals to human consumption, and some in pastures for animals. Sorghum bicolor was originally from Africa, and 17 of the 25 species are native to Australia, and extending to Asia, Mesoamerica, certain island in India, and Pacific Ocean.

All sorghum contains phenolic acids, and most contain flavonoids. Sorghum are one of the highest sources of the flavonoid proanthocyanidin. Total phenol content is correlated with antioxidant activity, and it may explain the reduced incidence of certain cancers in populations consuming sorghum.

In Indonesia, sorghum started to be cultivated since 1970 yet still not popular. About 15.000 hectare are used for sorghum cultivating. In 2020, Indonesian's Ministry of Agriculture stated to push sorghum as an alternative food source.

I chose to make vegetarian food because sorghum is a healthy food source. It's Anti-Inflammatory and Anti-Cancer. In 100g of sorghum flour only contains 3.3g of fat, which is considered as low fat, therefor good for weight loss.

The traditional Bolognese itself use meat as the source of protein. In this recipe we use mushroom as the source of protein. Since it's vegetarian recipe combined with low fat sorghum pasta it would be a healthy dish.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process gluten free pasta chewier.
- b) Identify how to pack the healthy pasta so it lasts a long time.
- c) Identify how to market the healthy pasta and the legal aspects that need to be obtained.
- d) Product identification and method of consuming healthy pasta in Indonesia.
- e) Investigate the market potential for healthy pasta 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.