

CHAPTER I INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason I made this healthy food is to educate people how eating vegan food can be delicious too. Because many people will choose to eat foods that contain animal and fat, so we find a way how people can enjoy the unique and delicious taste of food by eating one of our products, namely B'Bacon .

This sandwich and bacon that we use has not been used often or maybe no one has sold it yet, and the bacon itself is made from banana peels and it includes organic ingredients that are roasted and also the sandwich that I use is made from healthy and safe ingredients all people .

Banana peel is an ingredient that we usually throw away after eating bananas, and I want to take advantage of how to make this wasted material into food that can be eaten and can be consumed by the public. Therefore I use banana peels to be sold and consumed by the public.

In B'Bacon, we use banana peel which is homemade by ourselves and we bake it ourselves, therefore it is very good for people to consume. We use fresh banana peels and we definitely buy them in a clean place. And we also process sandwiches with premium ingredients because vegan mayonnaise is rarely sold in supermarkets and we choose ingredients for sandwiches carefully because these are vegan ingredients.

The two main methods for preparing banana bacon is preparing the banana peels and the sandwiches with the homemade salad.

Nutrition and Health Benefits :

Health Benefit of Banana Peels :

- a) Improve eye health and night vision
- b) Reduces blood pressure and cholesterol
- c) Stimulates collagen production in skin
- d) Eases Headaches

Health Benefits of Whole grain bread

- e) Lower risk of heart disease
- f) Low calories
- g) Nutrient boost and speed up metabolism

Health Benefit Firm Tofu

- h) May support heart health
- i) May support blood sugar management
- j) Source of protective antioxidants
- k) Lowers cholesterol
- l) Reduce appetite
- m) Promotes brain health

B'bacon has a salty, bitter, and sour taste character combined with a sweet sandwich taste that makes the taste of this B'bacon very rich. That's why I want people to taste the blend of flavors of this banana peel and sandwich .

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process Banana peels.
- b) Identify how to pack the banana peels and sandwich so it last a long time..
- c) Identify how to market the mochi, the banana peels and sandwich and the legal aspects that need to be obtained.
- d) Product identification of healthy foods in indonesia..

- e) Investigate the market potential for unique healthy foods 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.