

CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make donuts is because we live in Indonesia, where many from the elderly to teenagers and even small children like donuts, and have a sweet taste. Sweet taste is one of the sensations that cannot be separated from desserts in Indonesia. This is evidenced by the various types of donuts scattered in Indonesia. In Indonesia, there are 2 kinds of donut flavors, namely sweet and savory, but there are 6 kinds of donuts from various countries.

For locals, donuts are not just bread, they are an integral part of Indonesian desserts. Bombolini donuts can be used in various cafes or restaurants as a dessert because of their sweet taste. The reason I use avocado seed flour in my donuts is because I want to be different from other donuts that are already sold out there, and also because I want to introduce my donuts to the Indonesian people that my donuts are healthy food because they use healthy ingredients.

Nutritional and Health Benefits of Avocado Seeds Flour :

- a) Rich Source of Antioxidants.
- b) Helps to Prevent Cancer.
- c) Heals Digestive Disorders
- d) Helps to Lower Cholesterol and Prevent Heart Disease.
- e) Helps to Prevent Cravings and Increases Fat Lossavocado seed.
- f) Helps to Prevent Blood Sugar Imbalance.
- g) Reduces Inflammation.
- h) Reduces Inflammation.
- i) Inhibits Fungal Infections avocado with the seed showing.
- j) Excellent Source of Potassium

The characteristic of this bombolini mini donut will be sweet and a little bitter because there is coffee in the filling. It depends on each person who tastes it, if people who don't like bitter will feel this donut bitter when bitten, but if people who like bitter will not feel too bitter from the filling later, but if people who like sweet and bitter will find the sensation different in the donut when they bite into it, and will feel the softness in this donut when eaten.

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process the donuts so that the donuts are soft when bitten.
- b) Identify how to market donuts and the legal aspects that need to be obtained.
- c) Identification of products and ways to consume donuts in Indonesia.
- d) Determine a suitable product concept to be developed.
- e) Formulate a product that will meet the needs of a particular market segment.
- f) Assemble, define, and test a process to produce a product.
- g) Assessing consumer acceptance of the product.
- h) Prepare a definite cost and price range for the product.
- i) Planning the market strategy for the final product.

1.3 THE BENEFITS OF THE STUDY

- a) Develop ideas and creativity.
- b) Developing and creating products that are not yet on the market.
- c) Identify of the risks.
- d) Become more aware of your own product