

CHAPTER I

INTRODUCTION

1.1 Background Study

Wine is popular world wide and is beneficial due to the presence and amount of its compounds. The tradition of wine making and wine consumption has been known for many centuries. The ancient Romans knew the health benefits of wine and popularized it [Alonso del real 2017]. The main product of grapes is wine. Wine is composed mainly of water, carbohydrates, organic acids, minerals, alcohol, polyphenols and aromatics [Debras C 2020]. Wine contains substances that have a significant effect on cardiovascular diseases and on some chronic diseases [Siesto & G Romano 2016]. Antioxidants are necessary for good cardiovascular function. They can be found in many plants, such as fruits (and their derivative products i.e., jams, juices, wine, etc.) and vegetables.

Here I make a fermented drink from dragon fruit skin, I choose dragon fruit skin because dragon fruit skin contains many benefits. And besides that I make a fermented drink so that it has many benefits even though it's an alcoholic drink, I mix a lot of spices such as a mixture of cloves, cinnamon and oats.

To introduce alcoholic beverage products in Madura, where in Madura drinking alcohol is considered unhealthy, but here the beverage product that I will market is a new branding in Madura where alcoholic beverages made from dragon fruit skin are not harmful to health and are mixed with spices.

1.2 Objectives of The Study

1. Identify the benefits of dragon fruit peel.
2. Identify that dragon fruit can also be an alcoholic drink.
3. Identify to reprocess materials that have been wasted or are not needed into business
4. To give new breakthroughs with alcoholic beverages that contain health benefit.
5. Identify how market dragon fruit products.
6. To change the lifestyle of an excessive alcoholic.

1.3 Benefits of The Study

1. Benefits for Students
2. Became one of the creative business idea in the future. Development for new product in market.
3. Benefits for OTTIMMO
4. Enrich database of fermented drink from dragon fruit skin Reseach & Development program.
5. Benefits for readers
6. As an idea to create mindset about any fruit waste can be use for product ingredients.