

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I make the product of cassava leaves with the coconut egg onigiri, is because I have a lot of passion for Japan's food and much like snacks and heavy foods, not only because I like the Japan food and forget Indonesian food, but from this I was able to find a match in some foods so that I could make a fusion of food between the Japan and Indonesia themed food that I made today. From the famous Japan snack of onigiri, I have the idea of mixing the snacks with cassava and coconut salts reflecting Indonesian food.

From this I can create a new food idea because we know that the onigiri is the dominant snack with rice and seaweed and its multiplying content, after knowing what the essence of my onigiri snack has to match the ingredients of cassava and coconut leaves, because I know that both cassava and coconut leaves perfectly fit rice with rice as the carbohydrate, This I know because Indonesia leaves cassava and coconut are very often used in a lot of processed foods. (Susianto,2007).

There are a few differences I've made in making this new product. The difference is in the stuffing of the onigiri, which we know that onigiri snacks have the dominant stuffing of beef, chicken, or fish, but it is rarely found that has the dominant stuffing of vegetables. My refined being the stuffing of an onigiri has so many benefits that it can help to gain the complete need for nourishment that humans so desperately need. From this I also have a point plus which is that it can also be eaten by vegetarians, because the stuffing of the product only USES eggs as a source of protein, and no meat at all, it can be the breakthrough of the new product.

Nutrition and Health Benefits:

- a) Helping in protein needs.
- b) Boost the immune system.
- c) Help people who want to doing some diet or weight loss.
- d) Having a lot nutrients from processed cassava leaves and coconut, egg, rice and nori.
- e) Vegetarian can consume the food, because no meat at the onigiri.
- f) Oil free.
- g) Have many nutrients between carbohydrate from rice, protein from egg, nutrients from processed cassava leaves and coconut, in one small snack.

The characteristics of my product will taste savoury, sweet, little bit spicy, and little bit acidity. From here it depends on person/individual who taste my product, because each person/individual have different taste.

1.2 The Objectives of The Study

- a. Found out and made a few products that can be found in the fusion between Indonesian cuisine and onigiri snacks from Japan.
- b. Know how to do small business development and development upscale.
- c. Know how to manage local products in Indonesia.
- d. Knowing the taste of local Indonesian food that matured into a new product.
- e. Know the market target for sale of new onigiri products.
- f. Figure out the funds needed to provide venture capital through the materials and materials needed.
- g. Looking for a marketing strategy to sell a new product.
- h. Experiment on and test the recipes for making good and profitable products to sell.
- i. Mastering the concept of a product to be made and launched to society.

1.3 THE BENEFITS OF THE STUDY

- a) Get more information about fusion food, between Japan and Indonesia.
- b) Make some new product about health food with lot of nutrition.
- c) Develop new idea and product.
- d) Creating new product for vegetarian.