

# CHAPTER 1 INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

The reason why I decided to make blondies product is because

Indonesians loved dessert, or called as “cemilan” in Indonesia. there are many types of snacks found in Indonesia ranging from traditional to international one of which is blondies and also curd, blondies is a blondie (also known as a blonde brownie) is a variety of dessert bar. It resembles a chocolate brownie, but substitutes vanilla in place of cocoa, and contains brown sugar. Blondies also contain flour, butter, eggs, and baking powder and may also contain walnuts or pecans, white or dark chocolate chips, butterscotch chips, or other flavored chips.

Blondies differ insignificantly from white chocolate brownies. Unlike the white chocolate brownie or the normal brownie, they contain no chocolate or chocolate flavouring, other than chocolate chips, which may be included. They may also contain coconut, nuts, toffee, or any other chunky candy for added texture. Blondies are not usually frosted; the brown sugar tends to be sweet enough. A variation is the Congo bar, which contains chocolate chips with either walnuts or coconut.

They are baked in a pan in an oven in a manner similar to that of the baking of traditional brownies, then they are cut into rectangular shapes for serving. Blondies are sometimes served in sundaes, often topped with caramel sauce. but instead of caramel sauce, we thought of making blondies with a combination that is rarely added, namely curd especially kedondong curd, curd itself is coagulating milk in a sequential process called curdling. It can be a final dairy product or the first stage in cheesemaking. The coagulation can be caused by adding rennet or any edible acidic substance such as lemon juice or vinegar, and then allowing it to coagulate. The increased acidity causes the milk proteins (casein) to tangle into solid masses, or *curds*. Milk that has been left to sour (raw milk alone or pasteurized milk with added lactic acid bacteria) will also naturally produce curds, and sour milk cheeses are produced this way. Producing cheese curds is one of the first

steps in cheesemaking; the curds are pressed and drained to varying amounts for different styles of cheese and different secondary agents (molds for blue cheeses, etc.) are introduced before the desired aging finishes the cheese. The remaining liquid, which contains only whey proteins, is the whey. In cow's milk, 90 percent of the proteins are caseins.

Nutrition and Health Benefits :

1. Facilitate digestion.
2. Low Sugar
3. Source of Energy

Characteristics of Pak'e Blonde will not have bitter taste . It depends on the each individual who tasted it, maybe there are some people who have a sharp level of taste buds who can still feel the bitter taste in the blondies or curd but it will not be too pronounced

## **1.2 THE OBJECTIVE OF THE STUDY**

- a) Identify the correct way to process bittermelon to make it last longer and didn't has any bitter taste
- b) Identify how to pack the kedondong curd so it lasts a long time.
- c) Identify how to market the blondies and the curd with the legal aspects that need to be obtained.
- d) Investigate the market potential for Blondies and curd in Indonesia.
- e) Identify specific market segments for products: catering, large households, work partners.
- f) Determine the product concept that is suitable for development.
- g) Formulate products that will meet the needs of certain market segments.
- h) Assemble, determine, and test a process to produce a product.
- i) Assessing consumer acceptance of the product.
- j) Prepare costs and a definite price range for these products.
- k) 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.