

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The reason why I decided to make this Shimol product is because Indonesian people have a hobby of snacking. Snacking is a sensation for Indonesians to move their mouths to chew snacks and to fill the stomach to stay awake from hunger. There are so many kinds of snacks in Indonesia that are spread in various regions.

For local residents, cimol is a very popular snack, even reigning willingly to other cities or other islands. The reason I replaced the main ingredient from Cimol which is tapioca flour with shirataki rice is because I want to introduce the Indonesian people to the main ingredient which is healthier.

Shirataki is a functional food source derived from porang tubers or iles-iles (konyanku). The type of iles-iles tuber that grows in Indonesia is *Amorphophallus oncophilus*. The main content of this tuber is glucomannan which is equal to 55%. Glucomannan is a water-soluble polysaccharide. Glucomannan is known to have a very low calorie content. In fact, glucomannan is often called "zero calorie" because it has almost no calories or zero calories and zero carbohydrates. Because of its very low calorie content, glucomannan in shirataki rice is known as an effective ingredient for dieting.

In addition to being very low in calories and carbohydrates, glucomannan can also reduce the risk of heart disease. According to systematic results from 14 studies, glucomannan can reduce cholesterol by 19 mg/dL, "bad" LDL cholesterol by 16 mg/dL, triglycerides by 11 mg/dL, and blood sugar by 7.4 mg/dL.

Nutrition and Health Benefits :

- a) Lowering cholesterol.
- b) Low calories
- c) Reduce the risk of heart disease
- d) Lowering blood sugar levels
- e) Increase fiber intake

1.2 THE OBJECTIVE OF THE STUDY

- a) Identify the correct way to process Shimol to make it last longer.
- b) Identify how to pack the right Shimol so it lasts a long time.
- c) Identify how to market the Shimol and the legal aspects that need to be obtained.
- d) Product identification and method of consuming Shimol in Indonesia.
- e) Investigate the market potential of the snack market 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.