

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The reason why the author decided to make Goguma Mooncake is simply because they want to make something new for people to taste. Not just delicious in taste but also contain a lot of health benefit with a pleasant look in shape. The innovation of the product is the idea of combining snowskin mooncake with sweet potato to be a fusion dessert but in a healthy way to consume, and this idea is never existed until now.

Goguma is a Korean word for Ube or Sweet Potato. Cláudio E. Cartabiano-Leite (2020,1) said that Sweet potato (*Ipomoea batatas* (L.) Lam) is a dicotyledonous angiosperm plant which belongs to the Convolvulaceae family and its capable of producing nutritious tuberous roots eaten worldwide. Its origin, as well as the circumstances related to its worldwide dispersion, are pertinent questions and intrigue researchers till nowadays. China is the main sweet potato producing country, and the Asian continent has the largest share of world production.

Sweet potatoes are a staple food in many parts of the world. They are a good source of fiber, potassium, vitamins, and other essential nutrients. Some people may use the terms “sweet potato” and “yam” interchangeably. However, they are not related. Yams have a drier texture and a more starchy content than a sweet potatoes. Sweet potato may offer a variety of health benefits such as improving insulin sensitivity in diabetes with the fiber contained in sweet potato as studies have found that people who consume more fiber appear to have a lower risk of developing type 2 diabetes. Sweet potatoes also maintain healthful blood pressure levels, reducing risk of cancer with antioxidant contained in it, improving digestion, protecting eye health, boosting immunity and reducing inflammation.

A mooncake (simplified Chinese: 月饼; traditional Chinese: 月餅) is a Chinese bakery product traditionally eaten during the Mid-Autumn Festival (中秋節). The festival is about lunar appreciation (appreciating the moon), and mooncakes are a type of delicacy. Mooncakes are offered among friends and family during the Mid-Autumn Festival. The Mid-Autumn Festival is one of the four most important Chinese festivals. The Mid-Autumn Festival is a Chinese holiday that celebrates the harvest of the rice crop. Snowskin mooncakes are a variety of mooncake that originated from Hong Kong.

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

- a) The development of this product primarily aims to provide a source of knowledge for the community that sweet potato can be used and can be a form of variation for a mooncake.
- b) To provide knowledge for people that simple method of processing can produce a new kind of product
- c) Exploring that sweet potato which is the main ingredients in our Goguma Mooncake have a lot of healthy benefits
- d) Developing that dessert can also be healthy

## **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) Variations of mooncake for the Mid-Autumn festival to relieve people's boredom with the same flour mooncake every year.
- d) Healthy dessert for people with cholesterol because virgin coconut oil contained in the dessert may raise HDL (good cholesterol).