

CHAPTER 1

INTRODUCTION

1.1. Background of Study

The reason the product of Baked Carp Scales Crisps is made is because Indonesia is a maritime country that has an abundance of fish species. Indonesian people often consume fish as protein in their diet. According to the databook of the Indonesian Ministry of Maritime Affairs and Fisheries, national fish consumption increased by 3,47% in 2020 (Cindy Mutia Annur, 2021). One of the fish that is often consumed by Indonesian people is carp. But the carp scales are usually thrown away and never used as something useful. With the high consumption of carp, causing a lot of waste from carp scales.

Carp scales, which are usually discarded, turn out to have a lot of nutrients that are beneficial to the human body. Carp scales contain collagen which is safe for consumption and non-toxic, and can replace collagen sources derived from animal such as cows and pigs which may not be consumed by some religions (Agung Krismariono, 2020). According to research by Bogor Agricultural University students, Carp scales contain an average of 5-7.5% percent calcium so that it can be useful for maintaining healthy teeth. Phosphate levels are also present in Carp Scales, but not up to 5% (Addi M Idhom, 2017). Carp scales also contain ash, fat, protein, carbohydrates, and chitin. This product is processed by baking and not frying, so this product is low in calories and fat because it does not use excess oil.

Kremesan (Crisps) is a term for dry fried flour dough and is commonly used to complement dishes. In Indonesia, this ingredient has become familiar on the tongue because it can provide a delicious crunchy sensation. Baked Carp Scales Crisps are healthier choice because they have more complex nutritional content,

do not use flour so they are gluten free and processed by baking so they are low in oil content.

1.2.The Objectives of The Study

- 1) Identify the ways to process Carp Scales
- 2) Identify the product's health benefits.
- 3) Identify methods to store the products to make it last longer
- 4) Identify the best packaging for the product.
- 5) Create a fixed recipe for the product
- 6) Determine the price for the product
- 7) Prepare the capital for the production and establishment
- 8) Identify the competitor in the market