

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Kolang kaling are seeds taken from palm trees and are made into chewy snacks for their texture being slippery and gummy. Kolang kaling have a flat oval shape and a white translucent colour with a refreshing taste. Palm fruits that have already been produced by mature palm trees can be obtained and be made into kolang kaling. The perfect palm fruits are the ones that are half-ripe. They have the characteristics of having thin skin, mushy, and yellow in colour (Wibowo and Scabra, 2020). To take the seeds from the palm fruits, the palm fruits are burned until charred, the seeds are boiled until soft.

Kolang kaling are widely enjoyed in Indonesia. They are usually served in *kolak es buah* or *manisan*, especially during Ramadan. Kolang kaling have a lot of nutrients that can maintain the body's immunity, such as phosphor, iron, carbohydrates, and calcium. Therefore, for those who are fasting during Ramadan are recommended to eat them. Kolang kaling are also very beneficial for health as they can restore stamina, accelerate the body's metabolism, treat arthritis, help kidney health, etc. (Julianto, 2014).

Kolang kaling are chosen as the main ingredient because they are usually only consumed in their original form and are not entirely processed into something new. Their flavour and texture are also not the most enjoyable. Another way of processing kolang kaling is aspired to be created until the desired result is reached. Therefore, Tempe Kolang Kaling Chewy Bars are the product that have been created and considered. Chewy and sweet snacks are globally enjoyed by a lot of people. Also, fermentation is a unique way to transform an ingredient into something new. As a result, the kolang kaling are processed and fermented into *tempe*, and then are processed again into chewy bars.

1.2 OBJECTIVES OF THE STUDY

1. Identify other creative ways to process Kolang Kaling.
2. Create a more enjoyable product processed from Kolang Kaling.
3. Identify methods to store the product 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 competitors in the market.