

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

I decided to make a patty because people nowadays prefer to eat fast food anywhere and at any time due to its convenience. However, healthy fast food is uncommon because most fast food is junk food. As a result, with this concept in mind, I want to create unique and different healthy fast food for the community.

As we all know, the burger is one of the most popular fast foods out there, so burger patties come to mind as an alternative to the bun, which isn't as uncommon as it once was, thanks to the charcoal bun trend. Now, I've considered many vegetable substitutes, and then I considered the dragon fruit. With its color being similar to red meat inside and out, the dragon fruit isn't as common to me as a tomato in terms of vegetables. As a result, it is an excellent fruit choice. Following that, I decided to use the skin for the patty because the meat texture is too watery to be a patty and it will make my product more unique.

To prepare the skin of the dragon fruit. Because the skin is normally quite tough, we will peel it first, then boil or steam it until it is soft enough. After that, we can start making patties with it.

Dragon fruit skin contains a high concentration of pectins, vitamins, antioxidants, betacyanin, and fibers and has long been used in traditional Chinese medicine. It may increase your energy levels, improve your mood, and increase your motivation. It contains anthocyanin, which has been linked to anti-obesity studies and may lead to less weight gain and even play a role

in the prevention of heart disease. It also contains dietary fiber, which may suppress food cravings and lead to weight loss, as well as maintain blood sugar levels and lower cholesterol levels, all of which are beneficial to your health.

The Draitkin Patty's flavor will be similar to that of a delicious regular patty. It will have a softer texture than a regular patty and a bright red color.

1.2 THE OBJECTIVES OF THE STUDY

1. Identify how to make a similar taste to the meat.
2. Identify how to make the perfect texture.
3. Identify how to give this healthy patty more benefits than the normal ones.
4. Assemble, determine, and test a process to produce a product.
5. Assessing consumer acceptance of the product.
6. Prepare costs and a definite price range for these products.
7. Plan a market strategy for the final product.