

CHAPTER I

INTRODUCTION

1.1 Background

Dragon Fruit / Pitaya, fruit that is likely to originated from South America. But now Dragon Fruit is grown in most of the tropical Asian countries like; Thailand and Vietnam. In Indonesia, dragon fruit is very common and available in almost every places. Dragon fruit is not a seasonal fruit, meanings that it is available all year round. And for the price, dragon Fruit is quite expensive however many people enjoy consuming dragon fruit because of the health benefits. Make it as juice, fruit salad, or just grab a spoon and ate it; dragon fruit is very tasty and has a very interesting flavor. But there are not much of varieties of products that are made from dragon fruit itself.

1.2 Objective

The objective of this dragon fruit jam is to make more varieties of jams. And also to provide with easy and fast choice of breakfast companion and/ for pastry fillings. Also to introduce dragon fruit and its benefit to people who aren't familiar with it. With the good nutrition that provided by the dragon fruit, I will make people want to consume it more and more, especially in the form of our product.