

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Sausage is a processed food made from meat, especially beef and chicken which is used as a source of protein. Meat-based sausages are generally high in cholesterol and low in fiber which is bad for health (Rahardjo, 2003). Utilization of white oyster mushrooms and young jackfruit as meat substitutes for sausage products is one solution to present healthy vegetable sausage products.

In the modern world, being vegan or vegetarian has become a trend. Vegetarianism and veganism are dietary patterns that are followed by many people and trends in the modern world. Because of the range of food options available and the numerous factors that drive individuals to follow such practices, vegetarian and vegan dietary patterns can be quite diverse (Melina et al., 2016). This food culture has been raised due to various reasons including concern about animal welfare, environmental sustainability, and personal health (Ruby, 2012).

Vegetarian users have limitations in finding alternative foods that do not contain meat and have the same protein content as meat or fish. In a vegetarian diet, protein from meat or fish can be replaced with protein found in nuts or mushrooms. Vegetarian diets tend to consume more foods such as grains, nuts, mushrooms, vegetables and fruit

Jackfruit is a fruit plant in the form of a tree originating from India and spreading to tropical areas including Indonesia. In Indonesia, this tree has several regional names, including nongko/jackfruit (Java), Langge (Gorontalo), anane (Ambon), lumasa/malasa (Lampung), nanal or krour (Irian Jaya), jackfruit (Sunda) (Irianto, 2005). Jackfruit that is still young

is very popular as a vegetable ingredient. Young jackfruit is a vegetable typical of Southeast Asia. Indonesia is an agricultural country where most of the farmers grow fruits and vegetables. Fruits and vegetables are generally perishable. Fruits are generally consumed directly in fresh form.

Currently, young jackfruit has not been used optimally. Most people only process young jackfruit as vegetables. The potential of young jackfruit that has not been explored much can actually be developed in various ways. Given the value of young jackfruit is still relatively low, so there must be another technology that can increase the selling price of young jackfruit.

One big reason people give up animal products involves health concerns about animal protein, particularly red meat. For decades, public health officials and health practitioners urged consumers to eat less meat, especially beef and pork. They cited health concerns such as heart attack, stroke, cancer and more.

Animal welfare and moral values is a key reason for many people in their decision to start and continue a vegan diet. Many vegans strongly believe that all animals, including those that have long been staples in diets all over the world, have a right to life and freedom. That is certainly a fair standpoint, and having emotional attachments with animals often contributes to that view.

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

1. The development of this product mainly aims to become a source of knowledge for the community that there is a healthier alternative to processed sausage that use vegan friendly ingredients
2. Make a plant-based product that people in general can consume it.
3. Explore young jackfruit which is use as the main ingredient of the sausage
4. Become a form of business as a new product in the field of entrepreneurship