

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Chicken breast is an animal material that contains high protein, so I want people to be able to enjoy chicken breast in a new and simple way. By looking at the potential of Indonesian people who like to eat snacks, I have a desire to make chicken breasts into snacks. I decide to make chicken breast into chips so that it can be enjoyed more simply and has a longer shelf life. Protein is the main component that functions to hold meat liquid. Longer storage will weaken the meat's ability to bind the fluid (Jaelani et al., 2014). Essential and non-essential amino acids is used as a building unit for protein biosynthesis (Lehninger, 1982). Broiler chicken breast meat can contain high fat lower, and higher protein than non-breast meat, the difference.

This is related to the difference in activity between the muscles. Mentioned the percentage of broiler chicken breast protein is 22.07% (Soeparno, 2011). Proteins will be damaged due to the breakdown of proteins that This is caused by proteolytic enzymes that will hydrolyze proteins into peptides smaller ones and amino acids while proteolytic bacteria will form soluble nitrogen compounds (Muliati et al., 2014). Protein breakdown occurs due to the beginning of rot caused by bacteria begins with fermentation glucose and glycogen found in chicken meat, then protein next to be fermented after carbohydrates in chicken meat starts to run out and the results of protein breakdown from microorganisms form ammonia compounds H<sub>2</sub>S, indole and amines (Anggraeni, 2005). I hope that with this product I can make people enjoy chicken breast in a new way with longer shelf life.

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

- a. Identify that chicken chips can replace another chips as a high protein
- b. To learn about the overview of the new product.
- c. Enhance the creativity for students of OTTIMMO for making their own brand and product that hasn't been done before.
- d. Determine the product concept that is suitable for development.
- e. To introduce local ingredients and product to the world.
- f. To learn about the new product processing sequence.
- g. Prepare costs and a definite price range for these products.
- h. Plan a market strategy for the final product.

## **1.3 THE BENEFITS OF THE STUDY**

- a. Develop ideas and creativity.
- b. Developing and creating products that are not yet on the market.
- c. To educate all the readers about the overview of the new product.
- d. Know how to make the chicken breast chips