

CHAPTER I

INTRODUCTION

1.1. Background of Study

Potato has been consumed since 8.000 years ago and until now potato has been one of the most consumed also the most liked vegetable in the world. It is an economically important staple crop prevailing all across the world with successful large-scale production, consumption, and affordability with easy availability in the open market. Potatoes provide basic nutrients such as carbohydrates, dietary fiber (skin), several vitamins, and minerals (e.g., potassium, magnesium, iron). Nowadays, potatoes are a main food in many side of country and an integral part of much of the world's food supply. In 2014, potatoes become the world's fourth largest harvest after maize (corn), wheat, and rice (Ahmadu et al,2021). After researching of selective breeding, over 5.000 different types of potatoes (Lindhout & Vries,2018).

Meanwhile, as time goes by people like to used as a substitute for carbohydrates to be more natural and healthy (Kante,2018). Potato has all of the elements needed by humans such as carbohydrates, protein, fat, vitamins, fiber and water, with a carbohydrate content of 19,10 g, protein 2,00 g, fat 0,10 g, vitamin 17,00 mg, fiber 0,40 g, and water 64,00 g. (USDA Food Composition Database, 2019). Of rice, pasta, potatoes, and bread, potatoes are the healthiest of these starchy and complex carbohydrate foods.

This is because potatoes are dense in nutrients, containing essential minerals, vitamins, and other micronutrients. Potatoes are also high in fiber, helping to satiate hunger and regulate blood sugar (Mooradian, 2023). It is fine to consume potatoes everyday as long as you cook them without much salt or saturated fats. One medium-size potato can be part of a healthy diet.

It does not increase cardiometabolic risk and the chances of having diabetes and heart disease. Potatoes are the healthier option in terms of macronutrients since they are lower in calories and fat and higher in fiber, while containing about the same amount of protein as white rice.

Based on research that 59% of Indonesian people rarely have breakfast, for several reasons, namely one of the main reasons is because there is no time and hassle to make breakfast (Redaktur,2018). Ironically, research has shown that 16.9% - 59% of school children, teenagers, and adults in Indonesia do not eat breakfast. In fact, specifically for school-age children, 44.6% of school children who eat breakfast have a low nutritional quality breakfast (Rachmi,2020). This is the main reason why potato spread jam is created to save time, efficient, and healthy. Even though Indonesian people have breakfast, usually most of them buy food such as wrapped rice at a very affordable price and easy to get. Here is the reason why most of them prefer to buy rather than cook themselves. Because it does not have to bother buying ingredients, doing washing, and so on. Practical and cheap prices are the core points.

1.2. The objectives of the Study

The objectives of this study are following below :

1. To show that potatoes are a healthier carbohydrate than rice, especially those that consume white rice every day, which is not as healthy as potatoes.
2. To provide an opportunity for people who are vegetarian and eat vegetables, to be able to try potato spread, which uses potatoes as its main ingredient and has been in long demand by the public and can also be consumed by all groups.
3. Able to provide awareness that one must be able to maintain health from simple things, namely by knowing the food we consume and maintaining our diet, as much as possible by replacing healthier foods.
4. To make it easier for consumers to consume products that are economical and practical, they can consume healthy foods that can be eaten with any meal at any time.