

## **CHAPTER I INTRODUCTION**

### **1.1 Background**

Bengkoang or Bengkuang is a plant originating from tropical America and entered into tribes of legumes. In its hometown, yam is known as xicama or jícama. The Javanese call it a besusu. Bengkoang contain enough water so good to help supply fluids in the body. High liquid content in bengkoang is recommended for consumption for diabetics and you are dieting. Umbi who has the scientific name *Pachyrhizus erosus* has a fresh and sweet taste. The sweet taste of this bengkoang comes from oligokasarida called inulin. Jicama is high in carbohydrates in the form of dietary fiber. It is composed of 86-90% water; it contains only trace amounts of protein and lipids. Its sweet flavor comes from the oligofructose inulin (also called fructo-oligosaccharide) which is a prebiotic. Jicama is high in vitamins C, A and B, along with calcium and phosphorus. consuming bengkoang fruit regularly can prevent from bowel cancer.

Black rice is a food, not a medicine. Although it can only function in certain circumstances. Like food in general, more usefulness to the prevention of disease than to cure. There are also major benefits are as follows: prevent cancer, prevent diabetes, prevent heart disease, etc. The U.S. Department of Health & Human Services indicates that black rice provides a rich source of anthocyanin antioxidants, as well as vitamin E, a type of antioxidant vitamin. Substituting black rice in place of white or brown rice in your diet can help boost you antioxidant intake, and may benefit your health.

We made a healthy drink innovation “Jicama Black Milk” made from 50% bengkoang juice and 50% black rice to fight the excessive oxidation process in the body. In my opinion, the target market for this product is high due to the increasing public awareness of healthy lifestyle., and also this drink is good for maintaining skin health for women or men.

Which distinguishes this Black Milk Antioxidant product with other dairy products we serve bengkoang original beverage-based drink products not just bengkoang extract and we do not add artificial sweeteners, flavorings or preservatives.

## **1.2 Objective**

1. I will make an innovation drink from basic ingredients bengkoang with a mixture of black rice called Jicama Black Milk.
2. Provide a fresh alternative drink that is natural and has many benefits.