

CHAPTER 1

INTRODUCTION

1.1 Background

Indonesia is a rich country in terms of culture, art, food and its natural resources. Indonesia has fertile soil so almost every plant can be growth. There are many kinds of vegetables and fruits in the city of Indonesia such as apples from Malang city, duku from Palembang. Tugu Selatan, a part of Bogor city is one of the regions with the largest vegetable producer in Indonesia. Lampung is the largest producer of cassava in Indonesia

Cassava is one of the plant from Brazil, South America. Its Latin name is *Esculenta Mannihot*. It is one plant that very famous in Indonesia. Cassava was brought to Indonesia by Portuguese when Indonesia they were colonized.

There are some advantages that can be gotten from cassava. It can be used for medicine, to treat ulcer diseases. It also can be proccesed as food. In Nias Island and Irian Jaya, cassava has been used as a staple food. In Bandung, cassava has turned into varians of food that have selling price. It is processed into snacks like chips devil or known as *maichi*. This food is very favored by Indonesia teenagers due to it has delicious taste, savory, and spicy because of chilli powder. In used, cassava also can be cooked as a cassava cake, *Getuk* and *Bingka Ubi*. Furthermore, there is also a unique food called *kerupuk ubi* that is made from cassava mixed with some seasoning like salt, onion , and chilli.

Kerupuk ubi is not familiar in Indonesia people. Most of them familiar with *keripik ubi*. *Keripik ubi* is made from cassava which thinly sliced and then fried. It can be mixed with salt or chilli powder. However, *kerupuk ubi* is made from mashed cassava and given seasoning. It is boiled, sun dried, sliced and fried.

Actually, *kerupuk ubi* comes from Javanese, but in Palembang there is one of the area who is produced this food namely Banyuasin society, Sukomoro village. They are usually called *kerupuk ubi* with *upik-upik*. *Upik-upik* comes from Javanese language which means *kerupuk ubi*. According to Endang one of *kerupuk ubi* maker, there are 50 families in 1 neighbourhood, 30 head family were as *kerupuk ubi* maker. Nowadays only 3 people who develop this product because of the limitation in term of funds and raw materials. The manufacture of *kerupuk ubi* in Sukomoro village has been started 1998. It means that they have produced *kerupuk ubi* at about 15 years. Unfortunately, it has not grown significantly. Based on the writer observation, these people are still using simple packaging system. They only used black plastic packaging that there is no value. There is no variety in taste, they only produced 2 flavour, original and spicy flavour, so that it make their sales did not increase from year to year.

From the table below, it can be seen the production of *kerupuk ubi* started from 1998 until 2013, which took place in the Banyuasin,Sukomoro village

TABLE 1
The production of *kerupuk ubi*

Year	1998	2000	2005	2012 Early	2012 Middle	2013
Quantity	25 Kg	100 Kg	100 Kg	100 Kg	75 Kg	50 Kg
Time	1 Week	1 Week	1 Week	2 Weeks	2 Weeks	2 Weeks
Price	3rb/ Kg	5rb/ Kg	8rb/Kg	10rb/Kg	10rb/Kg	10rb/Kg

Source : Endang, krupuk cassava maker

In 1998, the seller can only sell as much as 25 kilograms of *kerupuk ubi* for one week because of the limitations of grater cassava machine. The price of *kerupuk ubi* was three thousand rupiahs (Rp 3,000) for one kilogram and they could sell 4 times in a month, it means that they could earn money at about seventy five thousand rupiahs (Rp 75,000) in a week, three hundred thousand rupiahs (Rp 300,000) in a month and three million six hundred thousand rupiahs (Rp. 3,600,000) for one year. In 2000, its production increased 300% because the machine was available. They could sell the *kerupuk ubi* 4 times in a month so they can earn money at about five hundred thousand rupiahs (Rp 500,000) in a week, two million rupiahs (Rp 2000.000) in a month and around twenty four million rupiahs (Rp 24,000,000) for one year.

There was increasing of selling price from Rp 3,000 to Rp 8,000 for one kilogram. Its means that they could earn money at about Rp 800,000 in a week, Rp 3,200,000 in a month. In 2005, they still produced as much as 100 kg *kerupuk ubi* in a week, four times in a month. In the early 2012, the price of *kerupuk ubi* was ten thousand rupiahs (Rp 10,000) for one kilogram. But they only could sell twice in a month. In that time, they got one million rupiahs (Rp 1,000,000) for 2 weeks. Furthermore, in 2013 until now, the production are still decreasing. They only produce about 50 kg *kerupuk ubi* in price of ten thousand rupiahs (Rp 10,000) for one kilogram. They only sell once for two weeks. Its means their income is about five hundred thousand rupiahs (Rp 500,000) for 2 weeks.

Based on the data above, the writer would like to write the paper about the societies perception about *kerupuk ubi* taste and package

1.2 Research Formulation and Research Limitation

1.2.1 Research Formulation

Kerupuk ubi is one of the unique foods made from cassava, because of the ingredients used to make these kerupuk are cassava, instead of fish. However, behind the uniqueness *kerupuk ubi*, the creators find various kinds of problems such as

cassava were still less, the prices of ingredients was high. The packaging was uninteresting, it just used black plastic which not hygienic. Furthermore, the product *kerupuk ubi* have not been well for 15 years. There fewer promotion that because people were not be familiar with the *kerupuk ubi* itself.

1.2.2 Research Limitation

By seeing those problems coming to the *kerupuk ubi*, the writer would like to give limitation of the topic. The writer wanted to know about the societies perception about the taste and the package of *kerupuk ubi* . It starts from give questionnaire for respondents to know about their opinin for this food.

1.3 Research Questions

There is problem on this paper :

1. What are society perceptions about *kerupuk ubi* taste and package ?

1.4 Purpose

The purpose on this paper are :

1. to know about society perceptions for *kerupuk ubi* taste and package

1.5 Benefits

This paper can be used for :

1. Readers

Giving information about the society perceptions for *kerupuk ubi* taste and package

2. Home Industry

Giving information about the society perceptions for their product