

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

The squid is an animal of cephalopod group or type of mollusks that live in the sea. Cephalopod (in Latin, chepalo = head, podos = leg) is mollusks that has legs in the head. It is because the legs are separated into a number of hands that wrapped around its head. Like all cephalopods, a squid is separated by having different head. (Sarwojo, 2005).

In terms of nutritional value, a squid has high protein content, which is 17.9 g / 100 g. A squid meat has many advantages compared with other marine products, because a squid does not has the spine, easily digestible, has a distinctive of taste and aroma, and contains all the essential amino acids that needed by our body. Essential amino acids that dominant are leucine, lysine and phenylalanine. While the non-essential amino acid levels are glutamate and aspartic acid. Both of them greatly contribute to the delicious taste and savory on food (Andrew, 2012).

Considering nutritional content of squid meat is quite high and needed by our body. It can be implemented in terms of diversification of food. Soetrisno (1998) defined the diversification of food (in the context of food consumption) is an effort to diversify the type of food consumed, including a source of food energy and nutrients, so as to meet the need for food and nutrition in accordance with good adequacy in terms of quantity and quality. Not only aims to create new foods with high nutritional but also can increase the interest of consumption of food products that have not diversified.

One of the interesting food products for diversified and has high enough protein that is pempek, because pempek made of fish meat combined with sago. According to Astawan (2010), pempek is a traditional food product that can be considered as fish dough, as well as *otak-otak* or kamaboko in Japan. One of fish that

is often used to make delicious pempek is mackerel of *tenggiri fish*. Mackerel or *tenggiri fish* contain high protein. It contains 21.4 grams of protein per 100 / g (Table of Food Composition Indonesia, 2007).

The main ingredient of making pempek uses fish meat. The writer wants to substitute fish meat in main ingredient of making pempek to squid meat. So it can be new innovation product of pempek Palembang. However, it has not been known can squid meat substitute fish meat in making pempek viewed from consumers' acceptances and how the ratio of squid meat combined with sago can produce delicious squid pempek. Therefore, the writer raises the title **the consumers' perceptions and acceptances on squid pempek** in writing of the final report.

## **1.2 Problem limitation**

This research is about the consumers' perceptions and acceptances on squid pempek. All of perceptions and acceptances viewed by consumers of pempek. The writer wants to know consumer perceptions on tasty, color, texture, and aroma of pempek made of the squid meat and also wants to know about the consumers' acceptances with this squid pempek.

## **1.3 Problem Formulation**

- a) What are the consumers' perceptions and acceptances about pempek made of squid meat in tasty, color, texture, and aroma variable?
- b) What is the best composition for substituting fish meat with squid meat in making pempek?

#### **1.4 Research Purpose and Benefit**

**The purpose of this final report are :**

- a) To know what are the consumers' perceptions and acceptances about pempek made of squid meat in tasty, color, texture, and aroma variable.
- b) To find out the best composition for substituting fish meat with squid meat in making pempek.

**The Research Benefit of this report are:**

The benefits of this report for society in Palembang, it can be new product of Palembang traditional food and the students of State Polytechnic of Sriwijaya especially students of English Department is to give information and knowledge about food innovation of Pempek.