

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Everyday, the development of the culinary world has experienced significant growth. Indonesia is a one of countries that has been known for its culinary field. It is also a factor that makes a lot of foreign tourists come to the country to taste the typical culinary of Indonesian. When tourists visit Indonesia, usually they will look for typical and specific souvenir represents regions they visit. Such as, keychain, t-shirt, foods or cakes, and etc. Food such as traditional snacks and typical cakes are also memorable souvenirs. There are many types of Indonesian cakes, like sponge cake, custard cake, and brownies cake. Brownies cake is a traditional food. Originally, brownies is a kinds of quick breads, but Indonesian takes it as one of cake type since it has soft texture.

There are many types of brownies with several flavors such as, Strawberries, Chocolate, Cheese, and Apple Sugar. Brownies with chocolate flavour is dominantly found. Fruits brownies are very important to consume because, fruits brownies contain carbohydrates, protein and vitamin. Such brownies are called as food innovation.

Food innovation is an idea resulted in the creation of new ones. In this case, food innovation is developed to make new food products with the aim of creating a snack product that will be targeted to become one typical gift from Palembang. Food innovation it is very important for the economic capital development in city of Palembang. Moreover, fruits brownies are very good to consume for any people.

Besides, carbohydrate, brownies also contains protein which is a good to build the body cells. To make the brownies become healthier and contain many nutrition, the brownies dough can be added with fruits containing many nutrition, such as, avocado, coconut and date palm.

Avocado, Coconut, and Date Palm contains many protein and nutrition which are good for human body. Avocado, Coconut, and Date Palm have many benefits for human body such as, counteracting free radicals, help lose weight, lower cholesterol, lower blood pressure, boosting immune system, increase energy etc. Adding avocado, coconut and date palm into the dough can giving the vitamin and mineral to the brownies.

So the writer created the brownies that innovated with a mixture of Avocado, Coconut and Date Palm. The innovation of brownies can also be developed with fruits. The writer discussed this development about **“Research and Development of the Brownies Using Avocado, Coconut, and Date Palm Fruits to Make New Cake Variants”**.

### **1.2 Problem Formulation**

- What are the appropriate compositions in making avocado, coconut, and date palm brownies?
- How to the design of recipe book, brochure, and packaging of avocado, coconut, and date palm brownies?

### **1.3 Problem Limitation**

The scope of this final report is about designing brownies mixed with avocado, coconut, and date palm fruits a recipe book, brochure, and packaging of avocado, coconut, and date palm brownies.

### **1.4 Research Question**

The question in this research:

1. How to create brownies in a mixture of avocado, coconut, and date palm fruits?
2. How to design the recipe book, brochure and packaging?

## **1.5 Operational Definitions**

### **1. The definition about research and development**

Research and Development involves investment in discovering new technology and increasing capacity of a firm. It could involve technological innovation or improvements in human capital. It usually requires a willingness to forego current profit to invest. Successful research & Development may lead to innovate new products. The research and development of new products are based on that what will be created for the people, and what the purpose of the existence of such products to research and developed again. So, that's way , research and development plays an important role in creating a new product innovations. There are many making a food with innovation and new flavors to be introduced to everyone.

### **2. The New Brownies Fruits Variants**

The writer created at the new cake variants the fruits brownies. Brownies is a delicious cake with dominant chocolate flavour. in this final report, the writer will make a new variants brownies with fruits flavour, with avocado brownies, coconut brownies, and date palm brownies.

## **1.6 Research Purpose**

### **Research Purpose**

- To know how to make brownies in a mixture of avocado, coconut, and date palm fruits.
- To know the design the recipe book, brochure and packaging about avocado, coconut, and date palm brownies.

### **1.7 Research Benefit**

- The benefits of this final report are:

#### **For Reader:**

1. To inform the reader about making processes of Avocado, Coconut, and Date Palm Brownies.
2. To elevate a means of knowledge and culinary references.
3. To motivation final report to make a creation of healthy food and it can be as references to make Avocado Brownies, Coconut Brownies and Date Palm Brownies by recipe book, brochure, and packaging.

#### **For Writer:**

1. To improve knowledge about food, especially brownies cake.
2. To improve the ability of writing by cooking the food and write it into a recipe book, and brochure. It also can develop the spirit of entrepreneurship.
3. To give information about the research and development how to make an innovation of Avocado Brownies, Coconut Brownies, and Date Palm Brownies.