

CHAPTER I

INTRODUCTION

1.1 Background

Palembang is the capital city of South Sumatera that are very rich of traditional cake. Auliana (2005: 4) stated that “*Kue tradisional adalah jenis makanan ringan di mana resepnya diturunkan dari generasi ke generasi oleh leluhur yang berfungsi sebagai hidangan penutup dan biasanya disajikan dengan minuman baik untuk acara sehari-hari atau khusus*”. As we know for the culinary of Palembang is not only famous for Pempek and Kemplang but also for its traditonal cakes such as *kue Lumpang, kue kojo, kue srikaya, kue delapan jam, bolu suri, gunjing, kue jongkong, dadar jiwo, lemper abon, kue gandum, and Maksuba*.

Maksuba is one of traditional cake made from Palembang. Maksuba made of sugar, eggs, margarine, sweet condensed milk, and vanilla powder. In making Maksuba there is no flour used as one of the ingredients, so maksuba is categorized as flourless cake. Maksuba is traditional cake that has many layers with colours yellow. The process of making Maksuba needs a patience to make every layers. In general, Palembang people are less interested in this cake for everyday's consumption, that is why this cake is only served on special occasion like Lebaran Day or Engagement event as one of the culinaries brought and given by the future groom . So this cake will rarely be consuming in a typical day.

Nowdays, people in Palembang hardly to make the traditional cakes like Maksuba cake. It is because their cooking process takes long time to compare the simple and quick products of food such as junk foods and fast foods which are getting high popularity in everywhere, some traditional foods of course cannot keep their existence easily. Junk foods such as french fried potatoes, burger, pizza, and instant noodle are not only extremely delicious but they are also cheap, ubiquitous and easy or simple to be cooked and served. Moreover, people of Palembang do not like Maksuba so much . it is because the taste of Maksuba is too sweet. It has been known Maksuba is

usually made with the original essence and contain lots of sugar. Therefore, the researcher tries to do innovation towards Maksuba by using Fermented Cassava and Matcha as the innovation Maksuba variants.

Innovation is also often used to refer to changes that are perceived as something new by people who experience them. According to Rogers (1983) innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption.

Fermented Cassava and Matcha can be used to support food innovation as a new food variations. These variants contain calcium, potassium, Vitamin A, Vitamin B1 and Vitamin C that can prevent diseases for human body and the nutrients which are needed by human body.

Based on the explanation above, the researcher is interested in making innovation by adding the essence of Fermented Cassava and Matcha. Therefore, the title of this research is **“Making an Innovation of Maksuba with Fermented Cassava and Matcha Variants”**.

1.2 Problem Formulation

The problem formulation of this final report is formulated to find: how to make an Innovation of Maksuba with Fermented Cassava and Matcha Variants?

1.3 Research Purpose

Based on the problem formulation above, the research purpose of the final report is to find out the ingredients composition of Maksuba with Fermented Cassava and Matcha Variants.

1.4 Research Benefit

The benefits of this research are :

1. For researcher
 - a) Increasing the knowledge in terms of Maksuba variation.
 - b) Increasing the knowledge in terms of producing an Innovation of Maksuba with fermented cassava and matcha variants.
 - c) Increasing the knowledge in terms of the nutrient in Fermented Cassava and Matcha.
2. For readers
 - a) Increasing the knowledge in terms of Maksuba variation.
 - b) Increasing the knowledge in terms of how to an Innovation of Maksuba with fermented cassava and matcha variants.
 - c) Increasing the knowledge in terms of the nutrient in Fermented Cassava and Matcha.
 - d) Increasing the knowledge in terms of culinary reference.
3. For English Department
 - a) Increasing the number of reference in terms of an Innovation of Maksuba with fermented cassava and matcha variants.