

CHAPTER II

LITERATURE REVIEW

2.1 The Definition of Innovation

There are some definitions of innovations. According to Widianti (2016), "*inovasi adalah transformasi pengetahuan menjadi produk, proses dan layanan baru, tindakan menggunakan sesuatu yang baru*". It means that innovation is the transformation of knowledge to products, new processes and services, action using something new. Moreover Rogers (1983) mentions that innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption. Meanwhile, Sloane (2016) mentions that innovation is creativity to thinking of something new, innovation is the implementation of something new.

From the definition above, the writer concludes that innovation is the implementation of new products or processes of an idea, practice or object that's new to individual or other adoption unit.

2.2 Traditional Cake

There are some definitions of traditional cake.

Auliana (2005: 4) said "*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*".

It means that traditional cakes are type of snack where the recipe is passed down from generation to generation by ancestors which functions as dessert and it is usually served with drinks either for daily or special occasion.

Moreover, *Kue tradisional adalah makanan ringan yang resepnya diturunkan dari generasi ke generasi dengan menggunakan teknik pengolahan tradisional dan bahan-bahan yang digunakan dari bahan-bahan lokal* (Ginting, 2017).

It means that traditional cakes are snacks whose recipes are inherited from generation to generation by using traditional processing techniques and used local ingredients.

In short, Traditional cake is a type of snack where the recipe is passed down from generation to generation by using traditional processing techniques and ingredients used from local ingredients.

According to Giantara (2014), Traditional cakes are usually categorized based on their rate of water content:

“a. *Kue Basah* (Cake)

Kue memiliki tekstur lembut dan basah. Kue tidak bisa bertahan lama. Kue tradisional umumnya berasal dari tepung beras, gula dan santan, Kue basah biasanya dimasak menggunakan teknik pengolahan dikukus, direbus atau digoreng. Kita dapat menemukan kue di pasar tradisional.

It means that cake have a soft and wet texture. Cake cannot long last; it is only last a few days. Generally traditional cakes come from rice flour, sugar and coconut milk, so they are stale or damaged quickly. Wet cakes are usually cooked using steamed, boiled or fried processing techniques. We can find cakes in traditional markets. Cakes can usually be wrapped using banana leaves or coconut leaves. For example: Lemper abon, Kelicuk, Srikaya Palembang.

b. *Kue Kering* (Cookies)

Kue kering memiliki tekstur kering dan memiliki sedikit kadar air, sehingga bisa tahan lama untuk disimpan. Kue kering biasanya dimasak menggunakan teknik pengolahan goreng atau panggang. Kue kering juga dapat disajikan sebagai makanan ringan atau teman teh baik di pagi atau sore hari dengan aroma manis dan gurih”.

It means that Cookies have a dry texture and have little moisture content, so they can be durable for a long time if stored. Cookies are usually cooked using fried or baked processing techniques. Cookies can also be served as snacks or tea friends either in the morning or evening with sweet and savory aromas.

2.3 Maksuba

There is some information about Maksuba from the expert. According to Balitbangnovdasumsel (2013) “*Maksuba adalah salah satu kue tradisional di Palembang. Dalam tradisi, kue ini disajikan pada hari-hari tertentu seperti Idul*

Fitri dan perayaan pernikahan”. It means that Maksuba is one of the traditional cakes in Palembang. In tradition, this cake is served on certain days such as Eid and wedding celebrations.

Maksuba is believed to be a form of respect for relatives and guests who come. *“Di Palembang, kue ini biasanya dibuat oleh panggong, sebutan untuk koki tradisional Palembang yang mewarisi keterampilan memasak dari generasi ke generasi”* (Puspita, 2018). It means that In Palembang, these cakes are usually made by *panggong*, a term for traditional Palembang chefs who inherit cooking skills from generation to generation. According to Zulfikar (2018) *“rasa Maksuba manis. Kue ini berwarna kuning dengan garis-garis hitam. Bentuk garis pada kue tidak umum sehingga bentuknya menjadi unik”*. It means that the taste of maksuba is sweet. The color of this cake is yellow with black stripes. The shape of the line on the cake is not common so the shape becomes unique.

2.3.1 The Ingredients of Maksuba

The ingredients of Maksuba are eggs, butter, sweet condensed milk, sugar, vanilla. The process how to make it is quite easy, but in the manufacturing process it needs patience and a lot of time.

1. Egg

Egg is the main ingredient to make Maksuba cake. An egg is one source of animal protein that has a delicious, easy to digest and high nutritional taste. Moreover, *“Telur terdiri dari 13% protein, 12% lemak, dan vitamin dan mineral. Nilai telur tertinggi ada di bagian kuning telur. Berbagai jenis telur antara lain telur ayam, telur bebek, puyuh, dan lainnya”* (Gardjito, 2009).

In making maksuba cakes, which are commonly used are chicken eggs. *“Fungsi telur adalah untuk mengikat bahan lain dalam adonan, melembutkan tekstur kue, pelembab, memberikan rasa gurih dan meningkatkan nilai gizi”* (Sutomo, 2008).

2. Sugar

Sugar is a simple carbohydrate which is the main energy source and trading commodity. Sugar is used to change the taste to sweetness and the state of food or drink. “*Gula sederhana, seperti glukosa (yang dihasilkan dari sukrosa dengan enzim atau hidrolisis asam), menyimpan energi yang akan digunakan oleh sel*” (Santos, 1999). Besides giving the sweetness taste, sugar has some function, there are preserving food naturally, keeping moisture the dough, and giving the color on the skin cake.

3. Sweet Condensed Milk

Sweet condensed milk is one of the oldest industrially produced dairy products. It is produced by removing most of the water from fresh cow's milk and adding sugar; it is preserved by its sugar content, not by sterilization. The product is canned or packaged in other containers without sterilization, with the sugar acting as a preservative (Hess, 2003).

4. Vanilla Powder

Vanilla Powder is a finely shaped vanilla like flour. Natural vanilla powder is produced from mashed vanilla beans bars without a mixture of other ingredients. Vanilla (*Vanilla plan folia*) is a plant that includes orchids. This plant has pods. Vanilla seeds are then processed into vanilla powder form. The aim is to make it easier for the wearer to mix it according to the dosage or recipe being worked on. Vanilla powder is used as a food fragrance. Aside from being a food fragrance, it can also be used as a raw material for cakes or drinks. Not only for food in the form of cakes, can has vanilla had powder also eliminated fishy odors in the delicious cuisine (Natural Food and Beverage powder, 2018).

5. Margarine

Margarine is a butter substitute that is made from vegetable oils that have been solidified by a process called hydrogenation. Depending on the type of margarine, the process can be fully hydrogenated, causing the

oils to solidify, or partially hydrogenated, causing the semisolid oils to be lighter and more spreadable with more water, carbohydrate and protein stabilizers. Colorings, flavorings, milk solids and salt are often added (Jacqueline , 2013).

2.3.2 Standard Recipe of Maksuba

Standard recipe was used to measure the ingredients which used by using scale. The ingredients that need to be scale are: eggs, sugar, butter, sweet condensed milk and vanilla powder. The standard recipe of Maksuba can be seen as follows:

Table 2.1

Standard Recipe of Maksuba as cited Zulfikar (2018)

No	Ingredients	Measure
1.	Eggs	25 eggs
2.	Sugar	500 gram
3.	Butter	250 gram
4.	Vanilla Powder	1 pack
5.	Sweet Condensed Milk	370 gram

2.3.3 The Process of Making Maksuba

Zulfikar (2018) stated that “*proses pembuatan Maksuba adalah: langkah pertama adalah campurkan telur dan gula dan tambahkan susu kental manis, aduk rata. Langkah kedua tambahkan mentega dan vanilla, aduk lagi. Siapkan wajan berukuran 25 x 25 x 4 cm yang telah dilapisi kertas roti dan diolesi margarin. Tuang 50 gram adonan, Panggang dengan api kecil sekitar 15 menit sampai kecoklatan. Langkah ketiga adalah menuang kembali 50 gram adonan. Lakukan hal yang sama sampai bahan habis. Angkat, potong-potong dan sajikan*”.

It means that the process of making Maksuba are: the first step is to mix the eggs and sugar and add sweetened condensed milk, mix well. The second step add butter and vanilla, stir again. Prepare a 25 x 25 x 4 cm pan that has been coated with baking paper and smeared with margarine. Pour 50 grams of mixture, bake on low about 15 minutes until browned. The third

step is pouring back 50 grams of dough. Do the same until the ingredients run out. Place the Maksuba on the plate, cut and serve.

2.4 Fermented Cassava

2.4.1 The Information about Fermented Cassava

Fermented cassava is one of the traditional Indonesian foods produced from the fermentation of carbohydrate foodstuffs. Fermented cassava was made using a starter containing a mixture of microbes. This product has a taste and aroma, which combines sweetness and a little sour.

“Dalam proses fermentasi, beberapa jenis mikroorganisme digunakan seperti Saccharomyces cerevisiae, Rhizopus orate, Endomycopsis burtonii, Mucor sp, Candida utilis, Saccharomycopsis fibuligera, Pediococcus sp dan lainnya”(Rismayani, 2017).

It means that In the fermentation process, there are several types of microorganisms are used such as *Saccharomyces cerevisiae, Rhizopus orate, Endomycopsis burtonii, Mucor sp, Candida utilis, Saccharomycopsis fibuligera, Pediococcus sp* and others.

Fermented Cassava is a food ingredient commonly consumed by the people of Indonesia.

“Singkong yang difermentasi mengandung 173 kilokalori energi, 0,5 gram protein, 42,5 gram karbohidrat, 0,1 gram lemak, 30 miligram kalsium, 30 miligram fosfor, dan 0 miligram dan ada juga 0 IU vitamin A, dan 0,07 miligram vitamin B1”(Godam, 2017).

It means that Fermented cassava contains 173 kilocalories of energy, 0.5 grams of protein, 42.5 grams of carbohydrates, 0.1 gram of fat, 30 milligrams of calcium, 30 milligrams of phosphorus, and 0 milligrams of iron and also have 0 IU of vitamin A in Fermented Cassava, and 0.07 milligrams of vitamin B1.

2.4.2 The Benefits of Fermented Cassava

Manjjada (2017) stated that *“Mengonsumsi singkong yang difermentasi dapat memberikan manfaat, yaitu: Melindungi dan memperbaiki sistem tubuh, Menurunkan Kadar Kolesterol dalam Darah, Mengurangi risiko penyakit jantung, Menjaga Metabolisme*

Normal, Mencegah Sembelit dan Mencegah Kanker, Mencegah Anemia”.

It means that consumed the fermented cassava can give the benefits effect, there are: protecting and repairing in the body system, lowering cholesterol levels in blood, reducing the risk of heart disease, keeping metabolism normal, prevent constipation and, preventing cancer, preventing anemia.

2.5 Matcha

2.5.1 The Information about Matcha

Alissa (2017) stated that “Matcha adalah bubuk teh hijau premium dari Jepang yang digunakan untuk minuman sebagai teh atau sebagai bahan resep. Matcha terbuat dari daun teh hijau yang selama penanaman dilindungi dari sinar matahari langsung hingga 20 hari sebelum dipetik kemudian ditumbuk menjadi bubuk dan diseduh menggunakan air panas”.

It means that Matcha is a premium green tea powder from Japan that is used for drinking as a tea or as a recipe ingredient. Matcha is made from green tea leaves which during planting are protected from direct sunlight for up to 20 days before being picked and then ground into powder and brewed using hot water.

According to Safitri (2019) “Satu sendok teh matcha mengandung 3 gram kalori, 27 miligram kalium, 6 persen vitamin A, dan 3 persen vitamin C.. Kandungan antioksidan berguna untuk melindungi tubuh terhadap penyakit degeneratif, seperti penyakit jantung dan jenis kanker tertentu”.

It means that One teaspoon of matcha contains 3 grams of calories, 27 milligrams of potassium, 6 percent of vitamin A, and 3 percent of vitamin C. catechins that very useful for protecting the body against degenerative diseases, such as heart disease and certain types of cancer

2.5.2 The Benefits of Matcha

According to Surtana (2017) said “matcha memiliki berbagai manfaat kesehatan, ada banyak antioksidan termasuk egcg yang kuat, meningkatkan metabolisme dan membakar kalori, mendetoksifikasi secara efektif dan alami, kaya serat, vitamin, meningkatkan suasana hati dan membantu konsentrasi”.

It means that matcha has a variety of health benefits, there are many antioxidants including the strong egcg, increases metabolism and burns calories, detoxifies effectively and naturally rich in fiber, vitamins, improves mood and helps concentration "