

CHAPTER I

INTRODUCTION

In this chapter the writer explains about background, problem limitation, problem formulation, purpose and benefit.

1.1 Background

KueLumpang is one of traditional food from Palembang city. The name of Kue Lumpang is identical with *Lumpang*'s shape that has a round shape with a concave section in the middle. This Kue Lumpang is made from mixture of coconut milk, sugar, rice flour, and tapioca flour. It has a sweet taste and springy texture. On the top of Kue Lumpang, there is grated coconut. It adds a savory taste of Kue Lumpang. There are three colors with different tastes of Kue Lumpang. The original Kue Lumpang is white that has sweet taste from sugar, brown Kue Lumpang has sweet taste from brown sugar and green Kue Lumpang has taste and colour from pandan leaves.

Long time ago, Palembang people ate KueLumpang for their breakfast in the morning. According to Wijaya (2017), the people of Palembang used to buy Kue Lumpang from a trader door to door or traditional market and they enjoyed it with a cup of milk or coffee in the morning. Unfortunately, in this modern era it is difficult for us to find Kue Lumpang in traditional markets (Dimyati, 2018).

Nowdays, Kue Lumpang is just more familiar for old people rather than young people. According to Nugraha (2016), the popularity of Kue Lumpang began to be replaced by modern food, but for old people of Palembang Kue Lumpang are still familiar. It is because the young people enjoy the various color and taste of modern food more.

In this research, the researcher tries to use durian for new variant of Kue Lumpang. Durian is king of fruit that grows in tropical regions. One of countries

that has tropical weather is Indonesia. Durian has a sweet taste, so this fruit can be eaten immediately. Besides, durian can be processed into various types of food such as porridge, tempoyak, and ice cream flavor (Ariani, 2014).

From the explanation above, the researcher tries to make Kue Lumpang with new variant to restore the popularity of Kue Lumpang among the young people of Palembang. Innovation is one way to make new variant of kue lumpang that is different from available variants. According to Kotler (1991, in Traill and Grunert, 1997), an innovation refers to any good, service, or idea that is perceived by someone as a new. Therefore, the title of this research is **“The Innovation of Kue Lumpang with Durian Variant”**.

1.2 Problem Formulation

Based on background above, the problem formulated is “What is the appropriate recipe in making Kue Lumpang with durian variant?”.

1.3 Research Purpose

Based on the formulation of the problem that have been mentioned above, the purpose of this research is to know the appropriate recipe in making Kue Lumpang with the Durian variant.

1.4 Research Benefit

Benefit of this research is to add new variant of Kue Lumpang with Durian.