

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Innovation**

Innovation is related to finding new ways to develop a product. Schilling (2013, in Eric, 2014), defines that innovation is the practical implementation of an idea into a new device or process. In addition, Robbins (1994, in Firdaus 2018) defines innovation as a new idea that is applied to improve products or service. According to Janse (2019), innovation is not just represented by introducing or implementing new ideas or methods; it can be defined as a process that involves multiple activities to uncover new ways to do things. The process of innovation is not easy because it has its own challenges. It usually focusses on developing something new, original and radically different (Stephenson, 2011). It is because innovation is concerned with subsequent product (or service) development processes (Vyas, 2015).

From definitions above, innovation can be defined as the implementation of a new idea focused on developing something using new ways that have different from previous products.

#### **2.2 Traditional Food**

Traditional food is food that comes from an area that has a distinctive taste. Yunita and Nur'aini (2018) describe that traditional food is food that has been handed down generated or consumed, using local materials and processed typically in an area. The traditional food is usually consumed by local people with typical tastes (Nuraini, 2018). This is because traditional food is part of culture from an area. According to Bertozzi (2000, in Boza and Munoz, 2016), traditional food is part of a culture and implies the cooperation of the individuals belonging to the territory. Traditional food is not only for consumption, but traditional food can contribute to create a healthy society to build strong nation (Bhat, 2012).

In Indonesia there are many kinds of traditional food which have a distinctive tastes of each region. In addition, food that has special taste from region can be developed into tourism product (Habsbawn and Ranger in Aruman, 2014). Indonesian traditional food have the uniqueness of shape and taste, and it has more value than the food in other countries. Therefore, it is very important for us to maintain the existence of traditional food in Indonesia (Soerono, 2012).

To sum up, traditional food is food made by local people from one generation to next generation which has a distinctive taste from the region that cannot be separated from the elements of local culture. The traditional food is very important for an identity of a country. Food as a tradition of the country has a value of country's culture and food is also as a tour product for tourists who come to the country.

### **2.3 Kue Lumpang**

Kue Lumpang is one of traditional food from Palembang city. KueLumpang has been available since the year of 1980 (Rida, 2017). The name of Kue Lumpang is identical with *Lumpang*'s shape that has a round shape with a concave section in the middle. Kue Lumpang is made from mixture of coconut milk, sugar, rice flour, and tapioca flour. Intern (2018) states that Kue Lumpang is made from rice flour as main ingredient. It gives springy texture for Kue Lumpang. 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.

Green Kue Lumpang and brown Kue Lumpang have similar recipes. The followings are ingredients to make green Kue Lumpang: 120 gram rice flour, 1 tablespoon tapioca flour, 200 ml coconut milk, 100 gram sugar, ½ teaspoon salt, ½ teaspoon pandan paste, 1 teaspoon oil, and grated coconut (Wijaya, 2017). The ingredients to make brown Kue Lumpang are: 50 gram rice flour, 125 gram

tapioca flour, 350 ml coconut milk, 125 gram brown sugar, 1 teaspoon oil, and grated coconut (Dimyati, 2018).

From explanation above, it can be concluded that Kue Lumpang is food with a unique shape that has three variants: white, green, and brown. The main ingredient of Kue Lumpang is rice flour. For green and brown Kue Lumpang have same main ingredients: rice flour, tapioca flour and coconut milk with different amount.

## 2.4 Durian

Durian is a fruit that grows in the tropics area. Ashari in Maharani (2016), describes that durian (*Durio Zibethinus Murray*) is one of the native plants of Southeast Asia which tropical wet, such as Indonesia, Thailand and Malaysia.

Durian as the king of fruits is one of the populer fruits in Indonesia. Durian has sweet taste and distinctive aroma, and it is loved by many people. The sweet taste of durian is not only delicious to be eaten as fruit, but it can be used as food ingredients (Setyanti, 2014). In addition, durian can be processed into various types of food such as porridge, tempoyak, and ice cream flavor (Ariani, 2014).

Palembang is one of city in Indonesia, have a special place for durian sellers. The name of place is PasarKuto is located in IlirTimur II, KutoBatu. There are many kinds of durian in here from different regions (Wijanarto, 2018). So, durian lovers are not difficult to find durian in Palembang city.

The table below will explain the contents of the Durian fruit (Soerono, 2012).

<b>Nutrients</b>	<b>Amount (100 g)</b>
Protein	1,47 g
Total LIPID	5,33 g
Carbohydrates	27,09 g
Dietary	3, 8 g
Calcium	6 mg

Iron	0,43 mg
Magnesium	30 mg
Phosphorus	39 mg
Potassium	436 mg
Sodium	2 mg
Zinc	0,28 mg
Copper	0,207 mg
Manganese	0,325 mg
Vitamin C	19,7 mg
Thiamine	0,374 mg
Riboflavin	0,200 mg
Niacin	1,074 mg
Vitamin B6	0,316 mg
Vitamin A	44 IU
Folate	36 mcg

Table 3.1 Nutrients of Durian

From the table above, durian contains good nutrition for body, especially nutritional content vitamin A, B6, and C. Those vitamin can restore the health of the people who recover from illness (Ashari, 2017). Also every meat's durian has rich nutritional content; there are protein, fiber carbohydrates, good fats, vitamins and minerals (Azzam, 2019).

To conclude, as a king of fruit, durian is famous fruit in the world especially in Palembang, Indonesia. It has many nutrients that give benefits for human body and good for health.