

CHAPTER I

INTRODUCTION

1.1 Background

Food is a basic human need that is needed all the times in order to be able to carry out various activities. Without food, humans cannot carry out activities properly due to lack of adequate nutrition. But nowadays, many people do not really care about the quality of food. The first thing that will be used as a reference in choosing food is the color. In fact, the attractive color of food cannot guarantee that the food is good or not for health.

Dyes have been used for a long time in food and beverages ingredients to improve the appearance of food products. At first the dyes which is used by people is a natural dye from plants and animals. But, as the development of science and technology, the use of natural dyes has diminished in food industry and it is replaced by synthetic dyes (Bernad, Yenie, & Heltina, 2012). The cause of this problem is because the synthetic dyes ingredients are cheaper than natural dyes. Besides, the color of synthetic dyes is more interesting than natural dyes (Cahyadi, 2009). In Indonesia, especially in Elementary School, the dangerous substance in synthetic dyes which is Rodamin B and Methanil Yellow widely used for the food. The use of Rodamin B in food for a long time will cause liver dysfunction or cancer (Yuliarti, 2007). Therefore, people should use natural dyes as food coloring because it is safer, more hygienic and also healthier. Besides, natural dyes also have attractive colors which can be used by parents to attract their kids. So, the writer will give people the information of making natural dyes and apply it into a food.

To give knowledge those natural dyes is better to use than synthetic dyes, the writer need a medium to give people information about it. There are two kinds of media that can be used such as printed media and non-printed media. The examples of printed media are television, radio, social media, internet, or website. The printed media are magazine, newspaper, brochure and poster.

In this modern era, most people prefer non-printed media to printed media. Everyone can get the latest information and news from domestic or abroad with non-printed media. Non-printed media can also be accessed quickly and it makes people more up to date.

Through the internet, video is the best way to inform people about those natural dyes is better to use than synthetic dyes. Video can clarify and make people easier to deliver messages, overcoming the limitations of time, space and instructor. (Riyana, 2007).

Based on the statements above, the writer got the idea to make a final report project with the title “Designing a Video Script of Mousse with Rosella as Natural Dyes”. By using script, the writer will apply it into a video. So, people can get the information easily about making natural dyes.

1.2 Problem Formulation

Based on the statement above, the focus is formulated as follow “How to Design a Video Script of Mousse with Rosella as Natural Dyes?”

1.3 Research Purpose

Based on the problem formulation above, the research purpose of the final report is to design a video script of mousse with rosella as natural dyes.

1.4 The Benefit

- a. For the writer
 - 1) To increase knowledge about the use of rosella as natural dyes.
 - 2) To add the writer’s experience of designing a video script of mousse with rosella as natural dyes.
- b. For the readers
 - 1) To give knowledge those natural dyes is better to use than synthetic dyes.
 - 2) To give the information about making natural dyes.