

## **CHAPTER I INTRODUCTION**

### **1.1 Background**

Indonesian teenagers, aged 18-25 year old, like to enjoy snacks or commonly called snacking. That fact is based on the results of a survey conducted by Wings (2019). Of the 260 respondents from various cities in Indonesia, 51.33 percent of Indonesians teenagers love snacking out of their main meals while studying, working, or carrying out other activities. They enjoy snacks as an effective way to release their fatigue from their daily busyness like studying or doing other social with friends while studying or chatting together is one way to express activities. Moreover, a specialist in children and teenagers psychology, Hadiwidjojo (2019) argued that, "Teenagers tend to feel depressed and tired when undergoing daily activities, and snacking their thoughts felt by them".

Nowadays, as the information communication technology (ICT) develops, information all around the world easily to be accessed, including the information about foreign food. As the results, most teenagers start to like to consume food from abroad. This is happening because they will be regarded as 'up to date' and modern if they consume food from abroad. They also want to find variation from traditional or local food (Wings, 2019). Related to Indonesian teenagers, Adithdarmawanjati (2015), reported that they are easily influenced by new things like foreign food as a results of fast development of ICT because many foreign foods are promoted through cyberspace or online. They do not want to be left behind and eager to try what is offered by cyberspace. This situation brings changes to Indonesian teenagers in their food belief, from traditional food to foreign one. With the existence of cyberspace and online information about foreign food, Indonesian teenagers also know kinds of foreign snack as a part of foreign foods. Some familiar foreign snacks among Indonesian teenagers are donuts from America, Churros from Spain, and Pretzel from Germany. However, the most favourite one is Churros (Adithdarmawanjati, 2019).

Churros is a snack made from fried dough pastry. Andini (2019), mentioned that Churro or Churros is a kind of snack that comes from the matador

country, Spain. This fried cake has the main ingredient of wheat flour and is shaped in such a way that it is stretched. Furthermore, Widiastuti (2019) said that the existence of Churros is quite attractive to the public. Churros are in great demand among teenagers, because of their attractive shapes and various kinds of toppings such as chocolate, green tea, and tiramisu toppings. It has become a promising business due to its popularity among teenagers recently.

Churro's business opportunity can be said to be one of the promising business opportunities. Not only sold in classy restaurants but also go down to street vendors. This food business is indeed a trend in the community. Where the interest in Churros is very high, but the number of Churros is still relatively small. This is what makes the opportunity in this Churros business is quite brilliant. The Churros fries has improved from time to time. This makes the business potential of Churros very brilliant. In fact, some Churros sellers have innovated to use fruit such as strawberry and pineapples as additive ingredients to create fruit favours comparing to the traditional one. The fruit does not only vary the favours but also adds more nutritious from the fruit.

Having the information regarding the states of foreign snack among teenagers and Churros business was possibility as mentioned above, the writer intended to innovate Churros by adding another fruit flavoured and sold it through online as the final project. The Churros contained apple flavoured as the combination and the receipt would be innovated from the original Churros. The apple would be the local apple or known as 'Apel Malang'. The reasons to use Malang apple were (1) it is easy to find in the local market, (2) it brings much benefits to the body form its nutritious and vitamins, and (3) it is one of the fruits most liked by the public (Selly, 2017). In addition, the reasons for selling the product online were due to (1) it can be operated by anyone, anytime and anywhere, (2) it has courier services to make it easier for consumers to buy goods without having to bother or bother going out and buying goods at the store (Khadijah, 2017).

## **1.2 Problem Formulation**

Having facts regarding the use of natural resources as an alternative ingredients for local snack and the potential of it, the problem was formulated into: what are the steps in innovating apple Churros?

## **1.3 Problem Limitation**

The problem, thus, was limited into two points: (1). producing best recipe in making Apple Churros by using local apples namely ‘Apel Malang’; and (2) Apple Churros as an Online Snack Business.

## **1.4 Research purpose**

The purpose of this final report was the innovation of the best recipes of Apple Churros as an Online Snack Business.

## **1.5 Benefits**

It is expected that this final report would enrich the knowledge, information, and guidance for the readers regarding their creativity in using natural food resources as ingredients in making snack. Furthermore, this research is also expected to inspire the readers in innovating new snacks to promote the uniqueness of culinary and increase the economics of the producing place.

## **1.6 Research Methodology**

This final project applied the research methodology namely Research and Development Method by Borg and Gall (1983) as proposed to find new knowledge about a product that is being studied. Research and development are the processes used to develop a product. Product development results not only for existing products but for new product development. That was why to make it easier for me to develop new food products, I chose a research and development method.