

CHAPTER II LITERATURE REVIEW

This section explores some related literatures focusing on the final project topic such as the definition of Churros, including the steps in making Churros and kinds of Churros. It also explores Malang Apple information such as its nutrition facts and benefits.

2.1 Churros

2.1.1 History

According to the Malones (2020) *Churros* were an invention of Spanish shepherds who fried a dough made of flour, water, and salt – the same base ingredients (in addition to butter and eggs) for the Churros people know today – as a substitute for fresh bread. The story also goes that the name for the pastry was supposedly inspired by the ridged horns of the native *Churra* sheep, an aesthetic which the fried treat takes after.

2.1.2 Churros in Spain Culture

In Spain Churros are typical for Sunday breakfast or on festival days. It is also popular to have them after a long night out at 6am before people totter home. Often people pop out on Sunday mornings to get a lot of Churros to take home to share with the family. Spanish Churros are also eaten in the afternoon for a snack (particularly on rainy or cold days). In Southern Spain that around 6pm or so. Churros are not eaten for dessert as they are fried and can feel a little heavy. It is a breakfast item or an afternoon snack. in Indonesian people can eat Churros snack in the morning , afternoon, evening and night, because people in Indonesia eat Churros like eat snack in general.





2.1.3 Original Churros Receipts





According to Martinez (2019) the recipes to make Churros snack is from Spain. The original ingredients and the methods are as follow in Table 2.1 and Table 2.2:



Table 2. 1 Ingredients of Original Churros

Ingredients	Measurement
white flour	150 gr
Water	230 ml
Salt	a pinch of
Sugar	20 gr
Butter	70 gr
Vanilla extract	1 drop
Egg	1

Table 2. 2 Methods of Original Churros

Image	Methods
	1. Preheat the oil at 320 F degrees while you make the Churros batter.
	2. Place the water, vanilla extract, salt, and butter in a saucepan at medium- high heat.
	3. Once it comes to a rolling boil, stir in the flour all at once. It is very important that the water is boiling to ensure that the dough will render crispy Churros.
	

	<p>4. Mix the dough vigorously using a wooden spoon or spatula. You have to do this step very quickly.</p>
	<p>5. Remove the saucepan from the heat, wait about a minute, and then add the egg. Keep mixing until the egg is completely integrated into the dough (you can use a mixer for this step). In the beginning, the dough will want to separate after adding the egg, but keep mixing until the ingredients are well combined and you have a smooth and soft dough that separates from the bottom of the pot. This step will take a few minutes.</p>
	<p>6. Place the dough in the pastry bag fitted with a star-shaped tip. Make sure there aren't any bubbles of air in the dough while you place it inside the bag.</p>
	<p>7. Pipe 6-inch strips of dough on a prepared tray and then fry them (see notes). You can also pipe the strips of dough directly into the hot oil, cutting them with your kitchen scissors. The oil will start bubbling when you add the raw Churros, and at this point, you must not touch the oil or the Churros, to avoid having an explosion.</p>


	<p>8. Fry the Churros for about 2 to 2.5 minutes in hot oil (320F) until golden brown (in total it should take 4-5 minutes to cook each churro), and then turn the Churros to have an even crispiness and golden color.</p>
	<p>9. Once they are golden, remove from the heat, place on the paper towel to drain for a few seconds, and then roll in the sugar.</p>



Source: Instagram/@wawawati.

2.1.4 Variants of Churros

According to J&J (2016), today, Churros are found in every different style from traditional non-filled versions rolled in cinnamon and sugar to filled varieties, such as cajeta or dulce de leche, and now even the oreo Churros and consumers are clamoring for this treat. There are many variants of Churros samples can be seen as follows in Table 2.3.

Table 2. 3 Variants of Churros

Name	Image
<p><i>Sunday Churros</i></p> <p>This variant has pile Churros bites in the bottom of a large bowl and top with vanilla bean ice cream, hot fudge, fresh strawberries and whipped cream.</p>	
<p><i>Churros Dessert Skewers</i></p> <p>Alternate churro bites, fresh fruit and marshmallows on wood skewers and serve with a variety of dipping sauces.</p>	

<p><i>Churros Pudding</i></p> <p>Twist up the classic bread pudding recipe by swapping Churros for the bread pieces.</p>	
<p><i>Churros Cupcake</i></p> <p>Crush up churro bites and put them in cupcake batter for a pop of flavor.</p>	

Source: Variant of Churros, Pinterst.com

2.2 Malang Apple



Figure 2. 1 Picture of Manalagi Apple/Malang Apple

Source: <https://www.smarttransmalang.com/rekomendasi-wisata-petik-apel-malang-yang-harus-dicoba>

Manalagi Apple (Latin: *Malus sylvestris*) or in Indonesia known as Malang Apple or Stone Apples in English. It is a species of fruit in the form of wild apples from the genus *Malus* which is an annual fruit plant that grows in a sub-tropical climate. Apple plants come from the West Asian region and in Indonesia, apples have been planted since 1934 until now (Bappenas, 2000). In Indonesia, apples can grow and bear fruit in the highlands. Malang Apple or Manalagi Apple is produced in Batu City and Malang City (see Figure 2.1),

namely in Poncokusumo and Nongkojajar areas, they are highlands in East Java. Batu City is located 15 km west of Malang, at an altitude of + 680-1,900 masl with a variety of commodity fruits and vegetables. Besides, Batu City is very suitable for the development of various sub-tropical plant commodities, such as apples (Prihatman, 2000). Manalagi Apple is chosen for the new variety of Churros because the price is the cheapest among apples and easy to find in Indonesia markets. It also has the sweetest taste and the flesh is a little hard, so it will not turn too soft for fried snacks. The flesh color is yellowish-green which matches to the original colour of Churros (Figure 2.2). While the aroma is so fragrant (fragrant) compared to other types of apples.



Figure 2. 2 Picture of MalangApple Flesh

Source: <https://www.google.com/search?q=apel+malang+belah4M>

2.2.1 Nutrition of Malang Apple

According to Anarson (2019) and Hancock (1999), Malang apples contain many beneficial nutrients. They are:

1. highest in both soluble and insoluble fibre, which keeps the digestive system healthy.
2. Vitamin C and other antioxidants that are good for the immune system and are anti-inflammatory.
3. some potassium, the most nutrients are located in and directly under the apple's skin.

Kubala (2019) also mention that if people consume apples regularly is good for health because apples has nutrition like:

1. rich in fiber, vitamins, and minerals.
2. an array of antioxidants. These substances help neutralize free radicals. Free radicals are reactive molecules that can build up as a result of natural processes and environmental pressures. If too many free radicals accumulate in the body, they can cause oxidative stress, and this can lead to cell damage. This damage can contribute to a range of conditions, including cancer and diabetes.

Having the advantages above, Malang Apple is perfect to make the Churros snack with apple taste, when the people have it, they do not worry about their health to consume apple Churros every day.

However, having apples also reported has bad side effects as reported by some scholars. Martinac (2018) said people will encounter a few downsides to eating apples every day.

1. If you are not accustomed to eating fibre, suddenly embarking on a regimen of eating apples every day may lead to uncomfortable gas and bloating, also
2. Apples top the list of "dirty" produce, according to the Environmental Working Group. If you are concerned about high levels of pesticides in your food, purchase organic apples instead.

In addition Braverman (2018) also said that some people report mild stomach-ache after eating apples. So for the solution people must check and clean the apples before consuming.

2.3 Online Business

2.3.1 Definition

According to Alter (2002) E-business is the practice of implementing and managing key business processes such as product design, raw material supply management, manufacturing, sales, order fulfilment, and service provision through the use of computerized communication, computer and data technology.

Online business makes it easy for us to interact with people who have the far-reaching reach so that if we have a business and use internet media, it makes it easy for people who have a business to do business globally, example the writer make Apple Churros by using the internet and social media

2.3.2 How to Use Online Business

Moon (2020) argued that there is a proven sequence of steps you can follow to guarantee your success when you're starting a small business online.

1. Design and build website once people have got market and product, nailed selling process, now people are ready for small-business web design.
2. Use search engines to drive targeted buyers to site, pay per click advertising is the easiest way to get traffic to a brand-new site.
3. Establish an expert reputation, people use the internet to find information. Provide that information for free to other sites, and people will see more traffic and better search engine rankings.

Furthermore, Estay (2020) said that it is not impossible to build a legacy brand beginning right now. And it starts right here, by learning how to start an online ecommerce business.

1. Conduct market research: it validate product using tactics such as keyword research and evaluating trending products.
2. Analyze target marke: this is where people dig even deeper to understand ideal shopper.

2.3.3 Advantages

Wakeling (2018) mentions that the main advantage of having an online business is the cost difference when compared to setting up a traditional office-based company.

1. There are fees associated with securing a domain and setting up a website, these are minimal in comparison to leasing and maintaining physical premises.

2. In a physical retail outlet the owner would need to recruit a number of sales staff, with an online business a lot of the work is carried out automatically. For example, purchasing an item online does not require a cashier to take payment: a purchaser simply enters his or her card details and the item is paid for within minutes.

This is why the writer wants to make apple Churros using the online business because using online business makes it easy for writers to sell Churros globally and it doesn't cost a lot because it doesn't hire employees to do it but the writer themselves do it.

According to Scott (2014), a lot of people who start their own business want to escape the rat race. The ability to make your own schedule is definitely a great perk, but there are also dozens of other advantages to running an online business in addition to flexibility. It is covered a few of the other advantages below:

1. Most businesses require a lot of time to set up and a lot of start-up capital, but if people starting an online affiliate marketing business people don't have to wait days or even weeks to get started.
2. Online businesses are great because they can be automated
3. As long as people have a computer and internet access, it doesn't matter where people run an online business, people can work from anywhere in the world.
4. Any business can be sold to another person.

2.3.4 Disadvantage

There are also some disadvantages of online business. According to Wakeling (2018) the advantages are:

1. With a physical presence staff members can interact with customers face to face. This can impress the purchaser and prompt them to share their positive experiences with others. Some purchasers may simply prefer face-to-face interaction, as opposed to purchasing their goods online. People

may struggle to develop a meaningful relationship with a purchaser when operate an online business.

2. People could stand to lose a lot of time and money if, for some reason, website goes down and cannot be fixed for hours, or even days. This could cause potential customers to be dissuaded from buying a product from you if they receive an error message when trying to visit your website, and they may communicate their poor experience with friends and family.

In line with the previous reference, Farell (2020) said :

1. Online businesses likewise experience the threat of copyright. Internet law does not provide the same protection for copyright infringement as trade regulations do for physical items. As such, product ideas, logos, slogans, written content, design, concept, are vulnerable in an online business,
2. An online business also has to worry about a hacker stealing confidential consumer information. Then the writer will do face to face using a video call so that buyers feel comfortable while buying and freely ask anything, so as not to reduce interaction among buyers and also if the internet is interrupted, the writer will use a backup internet if the main internet is interrupted so as not to interfere with interactions between buyer ,and then the writer will always check the business and use the protector for to keep safe online business

2.4 Online Snack Business

According to Nawi van (2020), online snack business is related to the number of internet users throughout the world, even though Indonesia. A successful person running a business is certainly related to how many people use the product, with the number of people who use this media, of course, our business opportunities for use by many people will be even greater.

1. Reasons for choosing an online business because by using the internet we can communicate with others very easily without any limitations on space and time.
2. The reason for choosing an online business this time is related to the ease of the internet to introduce new products, we can use social media or

forums only for promotional activities. For example, introduce snack Churros to social media so that many people know and are interested.

3. Amid these economic conditions, many investors choose not to invest in Indonesia and eventually some employees have to leave the company. By building an online business, of course, we can create new jobs and contribute to the welfare of the lives of many people.
4. The reason why choosing an online business this time relates to the facilities and infrastructure of doing business, by creating an online business, for example, our online store does not have to need a place of business enough with a website or application only.