The Creation of Barracuda Fish Based Meatball as Nutritious Food

Alexander Hariiohoedojo      Hari Minantyo      Prasetyon Sepsi Winarno
Culinary Business Department, Ciputra University, UC Town, Citraland, Surabaya, East Java 60219, Indonesia

This research is financed by Indonesian Directorate General of Higher Education

Abstract
Food product as the result of culinary product recently has already been done by culinary lovers to cultivate and utilize various ingredients either as basic ingredient or substitutional ingredient, either from plant food source or animal. To face the free market globalization, ASEAN Economy Community, business in culinary field also needs to be concerned by training the sellers of healthy food including meatball. This matter will really help the government to increase the quality life of its inhabitants. By creating healthy food product design, it will increase the variety of food type which is available in this country. Meatball which is familiar for Indonesian community as snack can be got easily to be consumed as cheap and fun snack. However, most of the meatball which is sold nowadays is still unhealthy. Healthy meatball as optional choice for meatball culinary lovers who concern with the healthiness, nutrition, and safety to be consumed.

Keywords: meatball, food, healthy, nutritious

1. Introduction
Business competition in culinary field is more competitive and business environment which is dynamic and unstable forces the culinary businessmen to find new breakthrough and implement strategy which is in accordance with the development and change of culinary business environment. Culinary business competition will also affect free market economy in globalization era, ASEAN Economy Community. One of the potential things in Indonesia is the country which has many various food products either healthy or unhealthy which haven’t met healthy needs for community who consume.

Meatball as snack food which is sold a lot can be got easily to be consumed by culinary lovers in all parts of Indonesia. There are many types of meatball which are sold recently with many different types of basic meatball ingredient which are used and additional ingredient together with spices so that can be determined the delicious taste and cheap price until expensive price in one portion of meatball to attract the intention of meatball culinary lovers.

A lot of food products grow in Indonesia either growing in land or sea, either growing in fresh water, brackish water or sea water. This is a promising potential. In accordance with the increasing of inhabitants, the need of food product as energy source is also increasing. By having a lot of food products which are available in Indonesia, there is also a lot of opportunity of culinary business to make innovative food creation in order to increase the number of variety of food product result by using local basic ingredients which are available around us. Therefore, there are still a lot of food product designs which are needed to produce new food types, healthy which can be accepted by community in Indonesia especially culinary lovers who always follow the trend of food. Based on that thing, the researcher wants to contribute by making meatball creation from ‘barakuda’ fish as nutritious food.

Meatball is the kind of food from China. The original word of meatball is “bak – so” in Hokkien dialect means minced pork. Since most of the inhabitants in Indonesia are Moslem, the community does a change or modify the original model of meatball by making the meatball from minced beef, chicken, or fish which is mixed with flour. Meatball can be modified to be more various menu by adding or mixing with fish, cheese, tofu, tomato, pineapple, prawn, carrot and others (Aryani dkk., 2013). Whereas creation and innovation cannot be separated from their existence in kitchen activity.

Creation tends to the usage of beauty food art and new recipe, whereas innovation refers wider because it is not only limited on recipe but also all kinds of modification and discovery which are done to make the kitchen duties perfect. Innovation has to be focused on modification and discovery. For example, how to find the cheap food ingredients, then produced to be expensive food (Bartono and Ruffino, 2005).

Fish is respected and good in fresh and dry shape. Fish contains high animal protein source. The nutritious content value is more or less the same as meat, only a little bit less in iron, B1 and B2 vitamin. Whereas small fish which is eaten together with its bone contains a lot of calcium (Minantyo, 2011). Fish is said fresh if that fish has the same body condition as live fish in which the physical change, chemical and biological that occur haven’t caused the worst damage towards the fish. The level of fish freshness is really important because it can affect the appearance, smell, taste, texture, and consumers’ favourite (Liawati and Afrianto, 2010).