INNOVATION TO MBOTE AS THE SEASONED FLOUR

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Abstract

Mbote foodstuffs are usually used only as a snack which is not much processed into another food product. Food innovation that increases local potential is needed to increase local food value in the midst of imported food products.

This study uses laboratory experiments in the Food and Beverage Laboratory of Ciputra University. Nutritious content mbote seasoned flour is tested in Research and Industry Standardization Laboratory. The survey of seasoned flour at the market and the interview with the consumers who use seasoned flour have also been conducted.

The conclusion of this study is that mbote as one of the foods that contains lots of carbohydrates can be made for the seasoned flour for healthy, tasty and nutritious fried foods.

Keywords: Food innovation, seasoned flour, mbote

Introduction.

Business competition which is more competitive and business environment which is more dynamic and unstable forces the entrepreneurs to look for new breakthrough and implement the strategy which is accordance with the development and change of business environment. One of the Indonesian potential is the country which has a lot of food plant resources that can be used as food products. Seasoned flour as one of the food products which has been half produced and usually is used for food material is produced by fried way. There are many brands of seasoned flour recently which are sold at the market either with cheap or expensive price.

There are a lot of roots in Indonesia. This is potential. Due to the increasing of the inhabitants, the need for food material as energy source keeps on increasing. Since there are a lot of food materials in Indonesia, there are a lot of opportunities to make innovative food creation so that it can increase the number of various food product by using local basic ingredients surround us. Therefore, it is still needed a lot of food product design to create new types of food which can be accepted by Indonesian people especially culinary fans who always follow the safe and nutritious food trend.

In Indonesia, taro can be found in almost island and spreaded from side beach until mountain over 1000 meters above sea level (mamsl), either wild or planted. Taro is consumed as main food and additional food. Taro consists of high carbohydrate, protein, fat and nutrition. Taro has high economy value. Root and its stem leaf can be used as food ingredients, medicine and also the wrapping. Leaf, the rest of root and skin root can be used as livestock and fish food either directly or fermented. This plant is related to the use of environment and reforestation, because they can grow in watery soil until dry soil. Based on that, the researcher can contribute by doing creative and innovative seasoned flour design product which uses basic ingredient from mbote material to be mbote flour which is mixed with spices so that it can be used to cover fried food.

The matters in this research, is that, the first thing, how far this mbote as seasoned flour to be used for fried food? The second thing is that, how is the content of nutritious mbote flour?

Methods

Qualitative research with descriptive analysis becomes the method which focuses on the attention towards general principles which are based on the units related to the theme research. Data collection technique uses survey, interview, and experiment in Food and Beverage Laboratory of Ciputra University.