INNOVATION TO MBOTE AS THE SEASONED FLOUR

Hari Minantyo1), Michael Ricky Sondak2), Prasetyon Sepsi3)

1, 2, 3) Lecturer in Culinary Business, Ciputra University, Citraland, Surabaya, Indonesia
e-mail: hari.minantyo@ciputra.ac.id

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

This study uses laboratory experiments at the Food and Beverage Laboratory of Ciputra University. Nutrient content mbote seasoned flour tested in Research and Industry Standardization Laboratory. The survey of seasoned flour in the market and consumer interviews seasoned flour was also conducted.

The conclusion of this study is mbote as one of the foods that contain 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 is increasingly competitive, and dynamic business environment and uncertain demands of businesses looking for new breakthroughs and implement appropriate strategies with the development and changes in the business environment. One of the potential of Indonesia is the country most widely produced crop yields that could be used for processed foods.

Seasoned flour is the food that has been processed semi-finished and usually used for food that will be processed by frying. Currently, variety brands of seasoned flour on the market whether it’s cheap to the expensive.

Many tubers grown in Indonesia. This is a potential. Along with the increase in population, demand for food as a source of energy continues to increase. With so many groceries in Indonesia, too many opportunities to make innovative food creations thus increasing the diversity of the food by using local ingredients. It is still need for food product design to produce new types of food that will be accepted by the people of Indonesia, especially who always follow the trend of healthy, safe and nutritious foods.

In Indonesia, taro can be found almost all over the archipelago and scattered off the coast to the mountains above 1,000 masl (meters above sea level), both wild or planted. Taro is consumed as a staple or additives food. Taro high carbohydrates, protein, fat and vitamins. Taro has a high economic value. Tuber, stem leaves are widely used as food, medicine and wrapping. Leaves, the rest and the skin of the bulb can be used as cattle feed and fish directly or after fermented. This plant is linked with the use of the environment and greening of being able to grow on land that is a bit water to dry land. Based on this, the researchers will contribute to making creative designs and innovative products that use the seasoned flour ingredients of raw materials mbote to be mbote flour mixed with spices that can be used to coat foods to be fried.

The research problem are, first, how the utilization of mbote as seasoned flour for fried foods? Second, how the nutrient content in mbote flour?

Methods.
The research design is descriptive qualitative research. In accordance with the theme that has been formulated, the objectives to be achieved in this study was to describe the map seasoned flour market, market acceptance of the seasoned flour and market perceptions of seasoned flour.

Qualitative research with descriptive analysis is a method that focuses on the general principles underlying the units associated with the research theme. The data collection techniques using surveys, interviews and laboratory experiments in the Food and Beverage Laboratory in Ciputra University.
Results and Discussions.

Previous research is made flour of bulb and processed variations (Murtiningsih and Suyanti, 2011). Previous studies that have been done together with the students trying to make flour with basic ingredients mbote that can be used to make the dough ingredients for fried bananas.

Taro included in the Araceae, tall stature, height 1 cm or more and a seasonal or year-round crops. Taro has several common names are Old Cocoyam. In some countries known by other names, such as: Abalong (Philippines), Taioba (Brazil), Arvi (India), Keladi (Malaysia), Satoimo (Japan), Tayoba (Spain) and Yu-tao (China). The origin of this plant comes from the region of Southeast Asia, spread to China in the first century, to Japan, to other areas of Southeast Asia and to some islands in the Pacific Ocean, carried by migration.

There are several types of taro namely Bogor taro, silk taro, bentul taro, and glutinous taro. Sheath color is reddish dark green and leaves shaped like hearts. Silk taro has light green leaves and fluffy like silk. Tubers lightly browned and medium-sized to large. Bentul taro have purple color stems than silk taro (Purwono, 2007: 101).

Purse is a plant stems, leaves and tubers like taro. This plant is rich in starch. Weight of edible purse is 80% per 100 grams of tubers purse and produce calories by 145 cal. The content of sugar and fat low enough so suitable for consumption by people with diabetes, heart disease, osteoporosis and hypertension. In addition purse has base properties, so it will not damage the teeth. Purse is good for the health and easy to plant that could potentially be developed as a source of calories. If processed into flour and starch, purse can be processed into more attractive appearance. Additionally purse flour and starch can be stored for longer (Murtiningsih & Suyanti, 2011: 97).

Instant seasoned flour become a business that much demand. In the market many outstanding brands seasoned flour both large companies as well as local. Seasoned flour is a mixture of various purpose flour with spice blend so practical that is directly used. Users do not need seasoning mix.

Data were collected through surveys, experiments in the laboratory and interview using reference questions as follows,

1. What kind of seasoned flour use to make fried foods? What is the reasons (advantages and disadvantages of seasoned flour)?
2. What kind of seasoned flour that is not willing to use? What is the reason?

Interview results concluded that the public/consumers have priority in terms of hygiene, brand and packaging of seasoned flour in a purchase decision. In addition, through interviews can also be concluded that the use of mbote as seasoned flour has not been widely explored.

Based on the results of a survey on the various seasoned flour in the market are known to vary prices, where the lowest price is Rp. 975 and the highest price is Rp. 38.000. Net weight also varied, the lowest net weight is 40 grams, the highest net weight is 1.000 grams. Meanwhile, in terms of composition of seasoned flour is vary to the basic ingredients and seasonings.

Based on the results of experiments carried out at the Food and Beverage Library, Ciputra University. The experimental results of mbote flour tested the nutritional content in Food Research and Standardization in Surabaya. Laboratory test results as much as 350 grams of pure mbote flour without seasoning showed that the water content of 12,57%, 3,59% ash, 1,66% crude fiber, 68,31% starch, 75,90% carbohydrates, and 0,06% fats. Laboratory testing for pure mbote flour with added seasoning salt, garlic and finely pepper will be performed in the second year. Three versions were made in the mbote flour experiments are as follows:

- Sreeded
  Process and the steps being taken are: peeled - washable - sreeded - dried - crushed being flour
- Steamed
  Process and the steps being taken are: peeled - washable - sreeded - dried - crushed being flour
- Salt Water Soaked
  Process and the steps being taken are: peeled - cut thinly - salt water soaked for 20 minutes - washed - dried - crushed being flour

Research conclusions are as follows:
1. Mbote that has not been used by the public can be used as an alternative for seasoned flour for fried foods.
2. Nutrient content in pure mbote flour consists of water content (12,57%), ash (3,59%), crude fiber (1,66%), starch (68,31%), carbohydrate (75,90%), Fat (0,06%).

Suggestions put forward by this study are as follows:
1. Indonesia National Standard (SNI) necessity for mbote flour and seasoned flour.
2. The need for further research to follow up this study to make mbote seasoned flour.
References.
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Author’s Bibliography.
**Hari Minantyo**
Tempat, tanggal lahir : Malang, 29 January 1965
Riwayat Pendidikan : S2 - Strategic Management

**Michael Ricky Sondak**
Tempat, tanggal lahir : Surabaya, 9 November 1978
Riwayat Pendidikan : S2 - Strategic Management

**Prasetyon Sepsi**
Tempat, tanggal lahir : Bojonegoro, 24 April 1957
Riwayat Pendidikan : S2 - Marketing Management
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<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Author</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Development of Entrepreneurship Study and Entrepreneurship Education</td>
<td>Wina Christina</td>
<td>Universitas Ciputra, Indonesia</td>
</tr>
<tr>
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<td>Business Mentor Hipmi Formation As A Model of Student Entrepreneur</td>
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<tr>
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<td>The Design of SME Mapping For Improving The Competitive Advantage and Kur</td>
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<tr>
<td>4.</td>
<td>Business Environment and Sustainability Performance of Informal Social Microenterprises (Isms) in Developing Countries-Qualitative and Quantitative Evidence</td>
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<tr>
<td>5.</td>
<td>Innovation To Mbote As the Seasoned Flour</td>
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