

CHAPTER I

INTRODUCTION

A. Situation Analysis

In the hospitality industry, Tea is a vital for drink to go with a feast, which is the reason tea could be found effectively wherever in Indonesia. Beginning from road food tents, cheap eateries, costly cafés, inns from the one star to five stars, thus numerous other culinary spots. Tea, whatever it is, always invites admiration, not only for the audience because of its attractive taste and aroma, tea has also been able to fascinate researchers (Dadan Rohdiana, 2015).

In Indonesia, tea was acquainted with Indonesia in the mid 1600s by the Dutch homesteaders who needed to reproduce the achievement of English tea ranches in India. The pattern of burning-through tea in Indonesia isn't quite as high true to form although Indonesia is one of the nations which delivered the most tea leaves. Likewise, the precipitous islands of Java, Sumatra, and Sulawesi are extraordinary freedoms to develop tea leaves because of the marginally cooler temperatures than different archipelagos which are ideal for developing tea. By the nineteenth century, Indonesia's tea exchanging was quickly developing, notwithstanding going through some unpleasant occasions and inconveniences during World War 2, today Indonesia positions as the 6th biggest tea maker on the planet (Travel Kuoni, 2021).

Home grown tea and green tea are in exceptionally popularity right now in view of the purchasers' attention to COVID-19 flare-up. The simple accessibility of green tea in Asia-Pacific is relied upon to urge individuals to devour green tea more which then, at that point, will cause the market development for green tea to increment and develop. The interest of green tea has additionally made the world anticipate that it should develop at a quicker rate than dark tea (Newswire, 2021).

Apart from being a great drink that could be refreshing as well as healthy, tea could also be made into different kinds of desserts. Dessert is the last course of a meal, it can be sweet, bitter, sour, and salty (Britannica, 2021). Although incorporating tea with desserts sometimes could be hard because the tea flavor does not come out as much as wanted. Some ways that were tried but failed are grinding the tea and putting it directly into the batter, this does not release the tea flavor wanted and it resulted in tea leaves left behind in the batter; other ways include steeping the tea in milk, although this works but not all recipes used milk; the other one is steeping the tea bags in butter, but then again the tea bags are left on the butter and later on inserted into the batter resulted in the bags being baked with the cake. One way that could bring the flavor of tea into the dessert is by using unsalted butter and strong, loose tea. So, this butter infused tea could be used instead of plain butter so that the dessert will have the tea flavor wanted.

Tea itself has been used as the main ingredient for many desserts, some of these teas include Green Tea, Earl Grey, Jasmine Tea, Oolong, and so many more. According to Dream.co.id, which attended a Dilmah Tea Inspiration for the 21st

Century and chatted with Pullman Jakarta Indonesia pastry chef, Chef Feri Sulfian, there are two ways in which teas could be used to be incorporated in a dessert. These two ways include infusing the tea to the dessert or directly pouring the tea leaves into the dessert. Infusing tea into dessert is done usually for cake and it's done by steeping tea together within the cream and leave it be for 24 hours so that the flavor and the scent of tea will come out perfectly. Another method that is commonly used in most desserts is directly pouring the tea leaves into the desserts. The dry tea leaves themselves could give out and increase the scent of the tea making the dessert have a stronger tea flavor to it (Asharini Mutiara, 2019).

According to the journal of Chai, Charas & Changa - Psychedelic Gnosis in Psytrance Gatherings, Chai is a word that means "tea" in Hindi, derived from Chinese word "cha" which is then evolved into the British word "tea" ; the people in India likes to drink Chai Tea which is a popular spiced tea also known as *masala tea*, whereas masala means 'spices' and masala tea is combination of spices that is commonly used in Indian cuisines that will then be used to make masala tea. The traditional Indian Masala Chai ingredients are milk and dark unrefined sugar, the spices in chai itself is the combination of a few different spices which are cinnamon, ginger, cardamom, black pepper, nutmeg, and cloves.

The history of tea in India went back to the early 1800's, where India became the largest producer of tea in the world and Masala Chai was one of the most popular tea drinks until today. Masala Chai is a healing tea which contains several

spices commonly used in Indian cuisines. Some spices are used like *cardamom* which is used as a treatment for mouth ulcers, digestive problems, and depression. *Cinnamon* is also used in masala chai, its benefits include improvement of digestion and absorption and removes toxins from the body, it could also prevent heart attacks. *Cloves* which originated from Southeast Asia are good for chills, lethargy, or depression; it could also be used to treat neuromuscular degenerative disorders. Lastly, *ginger* which also originated from Asia can stimulate circulation, is a natural antiseptic and prevents vomiting. Other spices like fennel, pepper, nutmeg, licorice root, star anise, saffron, allspice, and vanilla could be added to the making of masala chai because each one of them also has curative effects for healing. Masala Chai is believed to be a healing tea, and because of that people who drink Masala chai define chai tea as the “drink of the gods” or “an ancient holy Indian beverage” (Gaia et al., 2015).

Tea does not only taste good but also has some health benefits, some of which are high nutritive content of flavonoids, phytochemicals, and antioxidants. Masala is made of spices that could be found in most Asian countries, one of which is Indonesia which is why the writers wanted to bring this awareness to the people of Indonesia that chai is good and healthy. Although masala chai is not as popular as other beverages, but masala chai could still be found in several cafes in Indonesia, some of the cafes in Indonesia that sells masala chai is Starbucks, Toby’s Estate, Kouloura Coffee, Caribou Coffee, Say Something Coffee, and Sleepyhead Coffee. However, masala chai is still less popular than other kinds of tea, which is why the writers wanted to bring awareness to the people in Indonesia

that masala chai exists and is available in Indonesia and that masala chai is good for health as well.

The writers decided to processed Masala Chai into dessert because Indonesian people mostly spend their time at home due to the Covid-19 Pandemic. While just staying at home and doing nothing could make the people bored and fed up with the situation, even not little people has to be “housed arrest”. Undergoing isolation or working and school from home, more people are feeling stress because they are being kept inside the house for too long. Being at home makes a lot of people dare to be creative by trying out many various desserts recipes that are easy and fun; from the favorites to viral recipes (Milenia, 2021). That’s the reason which make desserts very popular during the pandemic. According to Sri Utami, the Marketing Manager of PT Gandum Has Kencana, being creative with food can give a person a sense of satisfaction for the achievements made. Besides being fun and making the people be productive and busy while being at home, apparently desserts making also could help with maintaining the mental health of the people especially in the middle of the pandemic like right now. This becomes one of our reasons to create this recipe book for the people in is because the writers wanted to create desserts made out of something that not a lot of people have done and these desserts not only taste good but are healthy too which is a plus for people who like to eat desserts but are worried about how unhealthy most desserts are.

There are so many recipes of desserts that incorporate tea into the desserts,

and this has inspired the writers to write a recipe book using Masala Chai as the main ingredient to create beautiful desserts. Masala Chai has ingredients that could help in healing someone's sickness, which is why the writers have decided to do community service using masala as one of the main ingredients delicious and interesting desserts.

B. Partner Problem

According to a survey conducted by Mondelez International (one of the global leaders of the snack food industry), entitled The State of Snacking 2020 found that the level of snack consumption habits among Indonesians increased by 60% after the pandemic. The survey results of 84% of respondents stated that snacks are a source of happiness, and 81% felt that snacks can provide enthusiasm in carrying out daily activities. Then regarding the benefits for families, the survey shows the percentage results of 94% of parents since the pandemic, relying on snacks to provide entertainment for children and their families, the survey results of 77% show parents have made the habit of snacking a tradition in the family. The snacking habit or the need for Indonesian snacks is not only a biological need but can also be used as a sociological force to strengthen social connectivity, control moods by reducing stress levels that arise due to uncertain situations, for example the pandemic situation. In addition to drinks, tea turns out to be an ingredient for processed snacks. The advantage of mixing tea into sweet dishes is the anti-bacterial properties of the catechins, which help to paralyze the

activity of oral bacteria. In addition, Masala Chai has ingredients that could help in healing someone's sickness.

By this problem, this community service is made to bring awareness millennials generation that also have interests at snacking habit. Snacking in this time, has become a way of life for many millennials generation today. They are snacking because of between their busy jobs and active social lives, cooking meals isn't a priority. Millennials generation snack about four or five times a day. They learn to listen to their bodies and understand when they're due for a snack. The students of SMK Negeri 73 Jakarta as the participants for this community service because they are as the millennial's generation, and because they are majoring hospitality.

This community service is made for SMK Negeri 73 Jakarta that Masala Chai can be made as the main ingredient for dessert to contribute to overcoming problems regarding the habits of Indonesian people eating sweet foods. The target participants for this community service are students from SMK Negeri 73 Jakarta majoring in hospitality, because it makes it easier for participants to understand the tools and materials that will be used and with this community service and it can improve the skills of participants in the making dessert so the students of SMK Negeri 73 Jakarta can implement their skills when carrying out practical activities at school or during internships at hotels.