

# CHAPTER 1

## INTRODUCTION

### A. Background

While the current coronavirus pandemic may threaten various business chains, bakeries and other food chains that have introduced takeaway and delivery products, there is no clear sign of a decline in daily earnings, but an increase. This may indicate that growth in the food business is still strong and volatile (Sugianto, 2020). The dominant aromas are chocolate, strawberry and vanilla. (Andrew B. Saunders, 2021). According to Molt (2017), desserts are classified as follows:

1. Pie is a semi-moist food made from a dough consisting of flour, sugar, eggs, milk and fat, with or without other food additives.
2. Biscuits or baked goods or biscuits are small, oven-baked cakes that can be eaten once or twice by mouth and are safe to store.
3. Pies are made from sugar dough that is liquefied and shaped like a bowl. Confectionery cream, fruit and biscuit dough are used as fillings. Pies are served hot or cold.
4. Other desserts.
  - a. Fruit cobblers and crisps is a fruit-based dessert with pastry
  - b. Cheesecake cheese-based cake
  - c. Frozen yogurt and ice cream are dessert cream served cold.
  - d. Fresh fruits are pieces of fresh fruit that can be directly eaten.

e. Custards are a dessert consist of egg yolks and cream

f. Gelatin dessert

According to Ministry of Health, the diet of Indonesian people affects dessert industry in specific, since 53.1% of  $\geq 10$  years old Indonesian population like to eat sweet food  $\geq 1$  time/day (Ministry of Health of the Republic of Indonesia, 2013). Baking is a commonly used cooking technique that applies dry heat to a food along with an air flow. It avoids the problems of nutrient loss due to leeching and is effective at breaking down starches. However, heat labile nutrients will be destroyed and the long cooking time will negatively affect nutrient value. Baked goods lose moisture and leech fats, tending to be dry. Loss of these fluids will invariably result in some loss of both water soluble and fat soluble vitamins. (Mason, 2011).

The development of the Indonesian culinary world is on the rise from time to time, as evidenced by the number of cafes or restaurants competing to create or create something new, as quoted by CNN Indonesia (2017). The sector is growing at an average of 7-14% in the year. Because food is no longer a social necessity, but a way of life. Advances in technology today drive a lot of changes in human life from the information age to the digital in all fields (Fitria, 2018). Recently, we can see the gourmet world appearing frequently in news media, especially social network services (SNS) such as Instagram, Facebook, and YouTube. Thus, internet usage was recorded in Indonesia Digital 2019, which proved to have 150 million active internet users. As access to technology

and information becomes easier and faster, people are tempted and eager to learn how to cook.

The faster the development of information technology today, the easier it is for people access the information you want to access from all over the world in this digital era. Information that can be obtained so quickly can be obtained through various media, both media and electronic/digital and print media. We should be able to develop this balance and follow, and make it easier to include in reading. (Saputri, 2020)

According to Meliyawati (2016), interest in reading is an emotion that arises in the mind along with a strong desire to read. A previous interview of 10 housewives over the age of 30 concluded that 10 in 10 would prefer to use a recipe book as a reference when preparing meals at home. Indonesians eat desserts and snacks almost three times a day. Therefore, the author decided to create a recipe book concept in the hope of helping housewives to make desserts without an oven as a reference and to increase knowledge about various methods of making desserts as well as to help improve their creativity that can be used in the future.

**B. Purpose of making this recipe book**

This sections presents the general and specific purpose of this recipe book, which are as follows:

1. To enable home-cook moms in their 30s to bake desserts without having to own an oven
2. To provide information regarding an easier and quicker dessert option
3. To engage home-cook moms in their 30s to make no-bake desserts at home

