

CHAPTER I

INTRODUCTION

A. BACKGROUND

The hospitality industry has different sections in it, from the back office to the production area. This production area includes the kitchen and pastry areas, bartending area, the front office, housekeeping, and the F&B service. The kitchen and pastry areas are responsible for the food production that will then be served to the customers, while the bartending area is responsible for the drinks that will be served to the customers. In the bartending area, they will serve many things, including water, juice, coffee, and other beverages, including tea. 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).

These teas are not just regular black tea but there is also a variety of tea flavors that customers could choose from. There are so many types of tea that people could choose, five of the most popular teas around the world are black tea, white tea, green tea, oolong tea, and pu'erh tea. Black tea is the most common type of tea on the market. Some examples of the most popular types of black teas are darjeeling, assam, ceylon, and keemun.

Tea drinking tradition in Indonesia has been around long before Indonesia's independence day. Tea was introduced to Indonesia in the early 1600s by the Dutch colonists who wanted to replicate the success of English tea plantations in India. At first, the Dutch used a variety of Chinese tea, although it was later discovered that Assam teas from India are more suitable to be grown in Indonesia because of the

similar hot, humid tropical climate in Indonesia and India. The mountainous islands of Java, Sumatra, and Sulawesi are great opportunities to grow tea leaves because of the slightly cooler temperatures than other archipelagos which are favorable to cultivating tea. By the 19th century, Indonesia's tea trading was rapidly growing, despite having to go through some rough times and troubles during World War II, today Indonesia ranks as the sixth largest tea producer in the world (Travel Kuoni, 2021).

Indonesia is home to black teas and small amounts of green teas. Most tea in Indonesia is drunk straight away or with a large amount of sugar, while other regions drink tea with milk, lemon, ginger, lemongrass, and even raw egg. Tea is an essential to drink to accompany a meal, which is why tea could be found easily everywhere in Indonesia. Starting from street food tents, inexpensive restaurants, expensive restaurants, hotels from the one star to five stars, and so many other culinary places.

The trend of consuming tea in Indonesia is not as high as expected although Indonesia is one of the countries which produced the most tea leaves. With the many cafes in the malls and outside of malls also with the many varieties of choices of tea that customers could choose, it did not cause the consumption of tea to grow in Indonesia. However, the level of consumption of tea in Indonesia is not decreasing or increasing, yet it stays in the middle while the level of tea consumption in the world is rapidly growing.

According to Liputan6.com, the data statistics of tea production in Indonesia especially in Jawa Barat is 140 thousand tons per year in the year 2020 or around 80% from Indonesia's production of tea. From the year 2017-2019, the production

of tea leaves in Indonesia has decreased significantly; in 2017, the production of tea leaves was 97.590 tons, while in 2018, the total production of tea leaves was 90.016 tons, and in 2019 was 79.449 tons. One of the factors why the consumption of tea in Indonesia is not doing as well as it is in other countries around the world is because of the promotion done by cafes, the promotion done is not as systematic as it's supposed to be. An example of tea promotion that is done well is by Japan who made a program to increase the prestige of Japanese tea to people outside of Japan by using Marie Kondo to promote it to people in America or creating a special Instagram account to promote Japanese tea in English so that many people would understand. While in Indonesia, the promotion of tea is still done individually and through companies who sell packaged tea. Although tea consumption in Indonesia is not as high as expected, Indonesia is one of the top 15 countries that exported tea leaves to other countries in the world. In 2020, Indonesia exported tea leaves worth \$96.3 million which is equivalent to 1.4% of total exports of tea in the world. One of the top and fastest-growing tea exporters from 2019 to 2020 is Indonesia with an increase in export of 4.3%. Indonesia also has a high surplus between the value of the country's exported tea and its import places of tea leaves with \$70.5 million which increases up to 25.1% compared to 2019 (Workman, 2020). The *Ditjen Perkebunan Kementan* is encouraging the people in Indonesia to innovate new things into the production of tea so that the production of tea could have a positive outcome. The consumption of tea in the old days was used for health benefits, whereas today teas are most commonly used for aromatherapy and spa as well as incorporating tea leaves with food such as desserts. The problem of lack of tea consumption in Indonesia could be prevented with the well promoted consumption

of tea pattern to the younger generation Indonesians, especially those who dislike coffee. With the fact that there are so many varieties of tea that could be processed, it has brought hope that it could help in increasing the market growth of tea in Indonesia because people need to know that tea has so many great benefits, including the ability to give calmness to those who are experiencing stress, and it could also give additional nutrition in a form of polyphenol that works as antioxidants for the body (Kapojos & Aisyah, 2021).

The tea trend in the world as of 2020 was valued at USD 21.9 billion and the demand for tea in China and India is increasing so rapidly that it is expected to grow even more in the years to come. With millennials' interest to explore more on flavored tea, shops that are specialized on tea are making a trend of drinking tea from home. Although flavored tea might be more in demand, but black tea will still remain the top tea searched and bought by people because of its major health benefits such as antioxidants that could help in blocking DNA damage associated with tobacco or any other toxic chemicals, in which these antioxidants are different from the ones in vegetables and fruits.

PICTURE 1
Market Summary 2020-2026



Source: mordorintelligence.com (2021)

Although black tea is still very much in demand, green tea and herbal tea are also experiencing a high demand due to the people's concern for health during this COVID-19 time. China holds the record for the country with the largest producer of tea in the world, followed by India, Sri Lanka, Kenya, and Indonesia, as well as ranking the first in global exports of tea with approximately 31.8%. However, the highest market of tea is held by Asia-Pacific, who like to drink their tea with a preference for premium tea blends and consumers frequently purchasing unpackaged tea to packed and bagged special varieties of tea. The consumption of tea has also experienced a new trend which is to drink carbonated tea drinks as well as the growth in flavored tea. With the COVID-19 happening and the WHO announcement of the virus, the production of tea quality has been greatly affected because the governments have to stop the peak harvesting period of tea leaves.

PICTURE 2
Market Size by Region -2019



Source: mordorintelligence.com (2021)

Herbal tea and green tea are in very high demand right now because of the consumers' awareness of COVID-19 outbreak. The easy availability of green tea in Asia-Pacific is expected to encourage the people to consume green tea more which then will cause the market growth for green tea to increase and grow. The demand

of green tea has also caused the world to expect it to grow at a faster rate than black 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. 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 Chai as the main ingredient to create beautiful desserts. 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 Chai tea 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 Chai tea was one of the most popular tea drinks until today. The production of Indian tea today is divided into three regions, all in accordance to their taste: Assam, the North East of India, creates a smooth and hearty black tea with strong flavors which became the most diffused because of its inexpensiveness; Darjeeling, also located in the North bordering with Nepal, is categorized as “champagne tea” because of its delicate and flowery perfumed tea leaves; the last one is Nilgiri, located in Southern India, is a tea with fragrant and strong taste. All of these teas are able to make chai; however, Assam has the most appropriate taste to the making of chai. Chai tea is a healing tea which

contains several spices commonly used in Indian cuisines. The history of Masala Chai in India went back to thousands of years ago in an ancient royal court. There's no actual time of when Masala Chai was first discovered because some says it was created 9,000 years ago while others claim it was created 5,000 years ago. Ever since it was first discovered, Masala Chai was already made with spices but the difference with today's Masala Chai is that when it was first discovered it was made without tea and caffeine-free because of how expensive black tea exports to India was. In 1835, the British people started planting Assam in India which then resulted in the Indian people making their Masala Chai with tea, along with spices, milk, and sweetener. Masala Chai in India is made with black tea, unrefined cane sugar, whole milk and spices, while in other parts of the world, the making of Masala Chai has been modified to using loose-leaf black tea, different kinds of milk including skim milk, soymilk, and other non-dairy milk, and for the sweetener they'll use honey or cane sugar and spices which sometimes are just syrup concentrated and not fine real spices. The spices such as *cinnamon* is used in Masala Chai, its benefits include improvement of digestion and absorption and also removes toxins from the body, it could also prevent heart attacks (Goodwin, 2020). Other spices such as *cardamom* is also used as a treatment for mouth ulcers, digestive problems, and depression. It's also helpful in flatulent indigestion, it could help people with anorexia to gain their appetite back, and it could also help to prevent nausea and vomiting. *Cardamom* is also an essential ingredient that is used in Indian sweets, puddings, yogurt, ice creams, and so many more. *Cloves* which originated from Southeast Asia are good for chills, lethargy or depression; it could also be used to treat neuromuscular degenerative disorders, prevent minor disorders like indigestion, tooth ache, and many more. In addition, *ginger* which also originated from Asia is able to stimulate circulation, improve blood supply and heart

muscles, is also natural antiseptic and prevents vomiting (Paswan et al., 2021). Other spices like fennel, pepper, nutmeg, liquorice 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 defined it as the “drink of the gods” or “an ancient holy Indian beverage” (Gaia et al., 2015). The name Masala Chai is sometimes confused with Chai Tea because of how it was changed and popularized by Americans. In India, this spiced tea is called Masala Chai, while in America it has been rebranded into Chai or Chai Tea. The same thing was done to naan bread which naan itself means bread; this is done because it’s easier and might attract more people to drink tea when there’s tea in the name of the menu like Chai Tea instead of Masala Chai because naming it Masala Chai will confused people who are not familiar with it which is why the people changed the name into Chai Tea. Not only did the American changed and rebranded the name Masala Chai to Chai Tea, they also changed the way Masala Chai is made. The American’s way of making masala chai is by steeping the spiced tea in hot water then topped it with milk, while in India the correct way of making masala chai is by steeping loose-leaf tea and whole spices in water or milk. Although it is wrong and people should be educated on the right terminology instead of following what the American has done to the name of then beverage itself (Pannunzio, 2020).

Tea is claimed to be the most consumed beverage after water in the world. Some of the countries that contribute to the production of tea are Sri Lanka, Indonesia, China, India, and Kenya. Tea does not only taste good but also has some health benefits, some of which are high nutritive content of flavonoids,

phytochemicals, and antioxidants. Chai 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 chai tea is not as popular as other beverages, but chai tea could still be found in several cafes in Indonesia, some of the cafes in Indonesia that sells chai tea is Starbucks, Toby's Estate, Kouloura Coffee, Caribou Coffee, Say Something Coffee, and Sleepyhead Coffee. However, chai tea is still less popular than other kinds of tea, which is why the writers wanted to bring awareness to the people in Indonesia that chai tea exists and is available in Indonesia and that chai tea is good for health as well. Masala Chai has ingredients that could help in healing someone's sickness, which is why the writers have decided to write a recipe book using chai as one of the main ingredients, although, the writers do not want to just make the regular chai tea latte that everyone knows about, the writers wanted to do something different like making different variety of desserts such as cookies, cupcakes, cheesecake, panna cotta, and so many more delicious and interesting desserts.

B. PURPOSE OF MAKING RECIPE BOOK

The main reasons why the writers wanted to write a recipe book using Chai as the main ingredient for desserts are because the writers wanted the people in Indonesia to know that there is a tea called Chai as well as bringing awareness to the people in Indonesia that Masala Chai is delicious and they are not just delicious as drinks but as desserts too because the popularity of chai tea compared to other flavored teas is so much more invisible. The writers wanted these people to know

that apart from being delicious, Masala Chai also has so many great health benefits in them as masala chai is made with so many spices that could bring healing to someone's sickness. And also, with this recipe book, people can know how to make dessert with unique and new flavors and it will inspire others to create new flavors. People will also be given some tips so they will not fail to make these desserts.

With this recipe book, the writers want to provide guidance for the readers on how to make desserts using Masala Chai; also, this book will motivate people to learn how to make delicious desserts like a professional. The writers' reasons for creating a recipe book about desserts are because dessert is something that is liked by most people and a lot of people are interested in learning about dessert and how to make them, so this book will be the perfect recipe book for people to know that baking is indeed very fun and exciting.

With this recipe book, the writers wanted to give the Indonesian people the opportunity to use this book as motivation to run a business in the culinary field. Indonesian people like things that are new and unique so this makes the writers believe that this recipe book can be accepted among the people of Indonesia.

Another reason the writers wanted to design this recipe book is because Chai tea is one of the types of Tea that comes from Asia. and Chai Tea is made from spices mixed with Black Tea. So Indonesia is a country that is rich in natural resources, one of them is spices. Indonesia is rich in the diversity of flora and fauna, so that spices can easily grow on this land. Since a long ago, Indonesia has used spices as traditional medicine as an herbal drink to cure any diseases and until now people still enjoy it (Mulyani et al., 2016). This matter can be seen with some

Indonesian people who drink herbal medicine to prevent the Covid 19 Virus (Ryadha S. dkk, 2021). It is said that herbal drinks can increase and maintain someone's immune system; spices in Indonesia are also used as cooking Ingredients. According to (Badriyah et al., n.d.). Spices are natural resources that have played an important role in human life. Spices are used as food ingredients to add flavors and special scent for the main dish. In addition, spices are also used as a flavoring agent.

In Indonesia, spices are still used as ingredients for cooking and traditional medicine as herbal drinks. And this triggers the writers to use the spices as ingredients for other things. This is the opportunity that influenced the writers to create this recipe book. This recipe book will inspire and innovate Indonesian people to create new and unique recipe-recipes. During this Pandemic, many people are working from home and this is a great opportunity to create new recipes that everyone can try at home. When people are working from home, many people use their time to try other activities that can be done at home, for example, cooking and baking. We can see this from viral videos that have sprung up on social media such as TikTok and YouTube. People spend their time working from home by making cooking and baking videos. The writers also wanted to make Indonesian people eat healthier food during this pandemic outbreak, as can be seen that Indonesian people like to eat sweet dishes. With this recipe book, Indonesian people not only can enjoy sweet dishes but also healthy ones. 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 Indonesia. The reason why the writers wanted to create desserts using masala chai 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.

The writers chose to make a recipe book using Chai as the main ingredients for dessert because Indonesian people still don’t know what Chai is and Indonesia is a rich country in spices. This recipe book is created because it supports the habits of Indonesian people who like dessert while enjoying it with some coffee or tea. So, the writers want to inspire the people of Indonesia to create desserts with new and unique flavors. In the recipe book written by the writers, there will be 15 dessert recipes using Chai as the main ingredients. The recipes will not be monotone on just cookies or cupcakes, but will include all kinds of desserts there are in the world

including cupcakes to panna cotta, ice cream, cookies, donuts, and so many more delicious desserts.

The target market for this recipe book that the writers is making is targeted to the people in Indonesia, especially those who are interested in opening a new business in the F&B field but don't want to sell something that is already there and already sold by a lot of people. The writers created this recipe book so that it could be a new inspiration for the people in Indonesia to sell a new and unique flavor that most Indonesian don't even know about. It's also targeted for the people in Indonesia who are interested in trying out new recipes at home especially during this pandemic where most people are stuck at home and don't know what else to do, so this recipe book will be the perfect activity to accompany a person while being stuck at home. People in Indonesia should buy this recipe book because this recipe book contains unique recipes that could not be found in any other recipes books that are already sold out there and this recipe book is different from the other recipe books that already existed. It not only has unique recipes, but it also has recipes that could be a healthier alternative to any other regular desserts recipes that already existed out there.