

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Nowadays, finding healthy food is very difficult for some reasons. First, many vegetables and fruit nowadays are genetically modified. Zakki Adhiah as cited by Islamiah (2015) stated that at present, people use GMO (Genetically Modified) vegetables and fruit due to their durability. However, GMO foods are not healthy because they have unbalanced nutrition. Second, people, especially college students in their late teens and early twenties, prefer to consume junk food as a result of western culture's influence on Indonesians. Teenagers are the most vulnerable group to foreign cultural influences (Islamiah, 2015), therefore foreign cultures can easily change adolescent lifestyles. Junk food like steak and fried chicken are popular fast food because they are tasty. Based on Suroso & Nuraini (2015), junk food contains 120g/ml high in cholesterol and in fat. If consumed continuously, junk food can result in obesity. Obesity, as Dewi (2013) stated, is a nuisance because it will certainly hinder someone's movement.

Yet, health can be gained by consuming non-GMO vegetables. In the writer's case, the vegetable is processed into the pudding to make it more palatable. The writer names the vegetable pudding as *Wisma Pudding Cake*, which means the house of pudding. The writer's vegetable pudding product is made from *Moringa Oleifera* leaf (*kelor*) which contains many vitamins. Isnan (2017) stated that traditionally *Moringa Oleifera* leaf is used as a food supplement, as a means to cleanse the dead body and ward off evil spirits, and as

an ornamental plant. In the modern-day, *Moringa Oleifera* leaf as a source of the vitamin is recognized widely so that it is made into modern products such as *Moringa Oleifera* cake, *Moringa Oleifera* flour, and *Moringa Oleifera* leaf tea. Since processing *Moringa Oleifera* leaf into pudding is still very rare, the writer chooses it to produce healthy pudding. Pudding is the most favorable way of producing *Moringa Oleifera* leaf because pudding is very easy to make and consume. Consuming *Moringa Oleifera* leaf regularly can make the body healthier. The body becomes fresher and rarely gets sick.

The reason the writer wants to learn students' perception of *Moringa Oleifera* leaf Pudding is that the majority of the people make pudding with milk, not vegetables. Using vegetables, in this case, *Moringa Oleifera* leaf, as the pudding ingredient will increase the nutritional content of the pudding. *Moringa Oleifera* leaf pudding will have more nutrients than milk pudding usually made because the pudding has a combination of vitamin A from *Moringa Oleifera* leaf and calcium from the milk. Of course, all these nutrients are needed by the body to maintain health. To be able to attract consumers, the pudding's appearance is made attractive. Processing *Moringa Oleifera* leaf into pudding will make the pudding become an alternative healthy food.

The purpose of this paper is to find out FLA students' perception of consuming *Moringa Oleifera* leaf pudding as alternative healthy food in terms of appearance, innovation, and taste. Nurdin, Dewi, & Armawaty (2016) stated that using vegetables as a basis for food processing will improve food quality as well

as increase business opportunities, and help people simply maintain their health.

In this study, the writer uses internal and external perception theory.

1.2. Field of the Study

The field of this study is a local culture in the creative industry.

1.3. Scope of the Study

This study focuses on FLA students' perception of consuming *Moringa Oleifera* leaf as a vegetable pudding as an alternative healthy food.

1.4. Research Questions

The problem formulation for this study is: "What is the FLA students' perception of consuming *Moringa Oleifera* leaf made into the vegetable pudding as an alternative healthy food?"

1.5. Objective of the Study

With regards to the problem mentioned, this research is conducted to achieve the following objective: "To reveal students' perception of consuming *Moringa Oleifera* leaf made into the vegetable pudding as an alternative healthy food."

1.6. Significance of the Study

This study is expected to find out FLA students' perception upon consuming vegetable pudding. The writer hopes this study may have benefited the pudding business. All the data generated from this study are expected to enrich people's knowledge about people's perception of consuming vegetable pudding as an alternative healthy food.

1.7. Definition of Terms

1. Perception

Perception is the way people see things. Perception may be varied as people come up with a lot of ideas and opinions. Meiyanto (2013) stated that perception is the process that individuals use to manage and interpret the impression of their senses in order to give meaning to the environment. As business doers, building up a positive image is important as it will result in a customer's positive perspective towards the product.

2. Healthy food

Healthy food is a food that contains vitamins and nutrients for the body's needs. The nutrients consumed can be processed by the body into a source of energy. Carbohydrates, protein, and fat are the nutrients most needed by the body. This nutrition can be found in vegetables.

3. *Moringa Oleifera* leaf

Moringa oleifera leaf is one of the famous plants in Indonesia. This plant has many benefits for health. According to (Isnan & M, 2017) *Moringa Oleifera* leaf contains vitamin A for eye health. Especially if *Moringa Oleifera* is processed with delicious food, the properties will increase. In Indonesia usually, *Moringa Oleifera* is processed into tea and served when warm. *Moringa Oleifera* can be found anywhere both online and offline.

4. Pudding

Pudding is one of the foods that can be served as dessert. Pudding is generally made from ingredients that are boiled, steamed, or baked (Meidina, Isnan, & Damanik, 2018). Before serving it, pudding must be cooled. Pudding has

a soft texture that is easy to eat. Pudding can be processed using various food ingredients such as vegetables, cassava, and milk.

