

APPENDICES

List of Interviewees' Question :

- How does it taste?
- Do you like it?
- Why do you like it? Why not?
- Do you know if this is *Moringa Oleifera* (kelor) pudding
- Yes.. Why? No... Why?
- Have you ever eaten other vegetable pudding?
- Yes/no... When?
- (If the answer is no) – Is it delicious? How does it taste? Now that you know that this is a vegetable pudding, what do you think about this pudding? Do you want to consume it again? Do you want to buy other vegetable pudding?
- (If the answer is yes) -- If my product is compared to other products, does my product taste better? Do you want to consume my moringa pudding again?
- In your opinion, is this vegetable pudding healthy?
- Yes/no.. Why?



0.68% PLAGIARISM
APPROXIMATELY

0.53% IN QUOTES

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CHAPTER 1 INTRODUCTION 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 Adhijah 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