

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Food is a very important needs for human beings. Every person needs food for their energy, stamina, health, etc. In European as well as Asian histories, eating has functioned as a cultural activity that produces and reproduces social differentiation and reflects historical and cultural specificities (Protschky, 2008). Every country has its own food culture.

Frozen food is one of the American food cultures. It was started in the early 1900s when the first freezing technology had been invented (Gust, 2011). Now, frozen food widely spreads in all countries in the world. Frozen food is the largest market in the food sector, and lots of people consume frozen food (Bharti, 2014). At first, only a few people knew and wanted to buy frozen food products, but now lots of people buy and consume frozen food in their daily lives. There are also some factors affecting people to buy and consume frozen food.

Packaging the frozen food is one of the factors that affect people to buy frozen food. Interesting packaging will attract more people to buy the frozen food product. Josephson (as cited in Gust, 2011) states that in order to increase the selling of frozen food, the producers made the packaging look interesting. This shows that to start a new culture, in this case, food is not easy. People's habit cannot be easily altered. The change in eating habit may be rejected by the public. In short, the public does not often easily accept and support the development of new food culture.

Indonesia starts to know frozen food since *Fiesta* has been marketed in Indonesia. *Fiesta* was established in Indonesia since 1997. *Fiesta* created good quality of frozen food products in

Indonesia (Fiesta, n.d.). It attracts people to buy frozen food at restaurants, supermarkets, or a food court outlet. Frozen food has an expired date attached on the back of the product that shows the recommended date in consuming frozen food product. The expired date implies the idea that frozen food will be unhealthy for human's body if it is kept in the freezer longer than the expired date.

Some food can be frozen, but how long it can be safely frozen depends on the type of food and its ingredients. If frozen food is kept well, the quality of the frozen food will not decrease. There are also good ways to keep frozen food. Frozen food should be kept in a place with -18°C temperatures (Klose et al. 1959; Khan et al. 1963) as cited in (R. Singh & C. Wang, 1977)). It will keep the quality of frozen food. If the frozen food is kept in bad temperatures, the frozen food quality will be decreased.

Some people may not like to consume frozen food because, in their perception, frozen food is not fresh food. Some of them may also think that some types of frozen food such as *rendang*, fish, and beef are not supposed to be frozen and eaten. However, as time goes by, people need frozen food because they do not have enough time to prepare their food after work. They do not have time to wait for their food at the restaurants: too many queues, long cooking process, etc. In short, frozen food is the easiest food to get since no matter how busy people are; they need food to recharge their stamina to do their business.

When food is frozen, the available water is reduced through ice crystal formation, and the water activity of the unfrozen aqueous phase drops because of an increase in the concentration of hydrophilic solutes (Powrie, 2009). It means that frozen food is a food that has been subjected to fast freezing and kept frozen until used. Cooking frozen food does not take long when food is frozen; it merely needs to be fried or boiled. Then, the food can be

consumed by people. Some of them can also bring their frozen food and fry or boil it in their office.

Therefore, as an Englishpreneurship's student, the writer is interested in making a frozen food's business. The writer would like to analyse Indonesia's food culture, especially shoppers' perception of frozen food. This result of the study will help the writer to develop a frozen food business in the future as the writer is interested in producing frozen food. There are so many types of frozen food such as fruit, vegetables, dim sum, nugget, etc. However, the writer will focus more on dim sum.

1.2 Field of the Study

The field of this study is the creative industry, especially the culture of consuming frozen food among shoppers.

1.3 Scope of the Study

This research focuses on shoppers' perception of frozen food.

1.4 Problem Formulation

The writer formulates the problem of the study of this research as "What is shoppers' perception of consuming frozen food?"

1.5 Objectives of the Study

With regards to the problem mentioned, this research is conducted to achieve this following objective of finding out shoppers' perception of consuming frozen food.

1.6 Significance of the Study

The goal of conducting this study is to find out shoppers' perception of frozen food as their meal. The results of this study can be used by shoppers for their future business, especially food business. It is expected to help the writer to know about the food & culture in Indonesia and Indonesian perception about frozen food. It can also help the writer for his future business that is to open an outlet selling frozen food. In the long term, it will also give information on the possibility for the shoppers to start a frozen food business.

1.7 Definition of Terms

- Perception

Perception is a person's opinion about several things (Cambridge, n.d.).

- Frozen Food

Frozen Food is food preserved by a freezing process and stored in a freezer before cooking (Collins Dictionary, n.d.).

