

CHAPTER I

INTRODUCTION

1.1 Background

Villages are government agents who are at the forefront in carrying out development that refers directly to the community. In encouraging infrastructure at the village level, the government gives the village authority to manage its area independently. One of them is through village economic institutions, namely Village Owned Enterprises (BUMDes). The village economic institution is one of the programs run by the village as a means to increase Village Original Income (PADes). BUMDes acts as an instrument to support village autonomy, the intention is to encourage village government as an instrument of community welfare, in encouraging economic progress and reducing levels in the village.

BUMDes is a business entity regulated in accordance with law number 6 of 2014, article 87 paragraph 1, which reads (1) Villages may establish Village-Owned Enterprises called Village BUMs. (2) BUM Desa is managed in a spirit of kinship and mutual cooperation. (3) BUM Desa may run a business in the economic sector and/or public services in accordance with the provisions of laws and regulations. because the ownership comes from the entire village community concerned. Every BUMDes decision must be in accordance with the village deliberation approval mechanism. The variation of BUMDes is based on the strengths of the village itself, such as plantations, trade, savings and loans, and processing. The existence of BUMDes can be a forum for village communities to improve village welfare and economy. This research was conducted in Kuala Alam Village, Bengkalis Regency, which focused on processing pineapple chips. BUMDes was founded by Mr. Zulkifli. Mr. Zulkifli is the Director of BUMDes Kuala Alam, with the establishment of BUMDes Kuala Alam can help the community in Kuala Alam village. After Lebaran yesterday, BUMDes Kuala Alam officially launched its product in the form of snacks from its own garden in Kuala Alam Village. The food that was launched was Pineapple Chips which had

been planned since a year ago in his own garden. Pineapple chips made by BUMDes have a savory, sweet and sour taste. Made from real pineapple without any additives, wet pineapple has been thinly sliced and smoked using a special tool for four hours.

The of Kuala Alam Village produce 100 Kg of Pineapple Fruit Can Produce 10 Kg of Pineapple Chips. The existence of Village Owned Enterprises (BUMDes) to boost the economy has a fairly important role. The innovations made can change the mindset of the community to advance in the economic field so as to increase their income. Bengkalis Regency, started from wanting to make people aware of how to cultivate unused land, to finally have superior village products. After Eid last year, BUMDes Desa Kuala Alam officially launched its product in the form of snacks from its own garden in Desa Kuala Alam. The food that was launched was pineapple chips which had been planned a year ago. Prior to its launch, BUMDes conducted several experiments and research related to this product. Only then did he finally believe that after yesterday's Eid.

Pineapple Fruit Chips is one of the creations of processing from real pineapple into snacks, as for the types of processed food variations from pineapple basic ingredients including candied pineapple, pineapple jam, pineapple juice drink, pineapple jenang or dodol, and many other variations pineapple this. Pineapple Chips Made from high quality real pineapple raw materials. No fruit flavors and added sweeteners or chemical food preservatives. The raw material for the fruit is selected from fruit that is really ripe so that the sweet taste comes from the fruit itself without the addition of other glucose elements from outside. Pineapple chips are processed using a fruit dryer or Vacuum Frying and a Spinner oil draining machine so that pineapple chips are processed properly. Completely dry with very minimal humidity which will make fruit chips last up to 12 months from the production period without using preservatives. We will always present healthy and hygienic products. That is the commitment of various chip products throughout Indonesia to always provide the best results for consumers.

Neatly wrapped in thick aluminum foil with a thickness of 0.8 mm, so it is not easy to leak in the packaging which can cause the Pineapple Chips to become moist and not crunchy. With the use of good packaging, the best taste of Pineapple Chips can be maintained. Pineapple chips in packaging are divided into several types according to weight, including: Net: 100 grams , Net: 200 grams.



Figure 1.1 Packaging of Pineapple Chips

Source Data: <https://www.facebook.com/bumdes.alam>

The raw materials for making pineapple fruit chips consist of some of the best selected raw materials, especially for the basic raw materials, namely, Fresh Pineapple Choices and Vegetable Oil. Methods and systems for ordering purchases and payment and delivery of goods have been set up for more details see Payments. The price data is divided into three categories, namely purchases for retail consumers, purchases for wholesale consumers, and purchases for loss or in bulk. Each purchase category has been regulated, for more details, please see the Price List of Pineapple Chips listed on the BUMDes Desa Kuala Alam Therefore, by looking at the problems above for this research, the title "An Analysis of Consumers Perceptions to word the Bumdes Kuala Alam Pineapple Chips Product Based on Organoleptic and Hedonic Tests".

1.2 Formulation of a Problem

Based on the background that has been stated above, it can be seen that the formulation of the research problem is "How can the an analysis of consumers perception to word the Bumdes Kuala Alam pineapple chip product be carried out using organoleptic and hedonic tests"?

1.3 Purpose of the Research

Every research carried out must have a previous purpose. Specific research in empirical science generally aims to find, develop, and test the truth of a science:

1. To find out the consumers perception of pineapple chip products in Kuala Alam village based on organoleptic tests.
2. To find out the consumers perception of pineapple chip products from Kuala Alam village is based on hedonic tests.

1.4 Significance of the Study

The benefits obtained from this research based on the objectives of this study are as follows:

1. As information material for Pineapple Chips entrepreneurs in marketing their products efficiently so as to get the desired profit.
2. As information material for decision makers to improve and improve the marketing of Pineapple Chips.
3. As information and reference material for other parties who are researching about this research.

1.5 Scope of the problem

In order for this research to be more focused, it is necessary to limit the problem. This research is only focused on An Analysis Consumers Perception to word BUMDes Kuala Alam Pineapple Chips Product based on Organoleptic and Hedonic tests.

1.6 Writing system

The systematics of research writing carried out for research on Community Perception Analysis of Kuala Alam Pineapple Chips Products based on Organoleptic and Hedonic Tests are as follows:

CHAPTER 1 :INTRODUCTION

In this chapter, the researcher describes the background, problem formulation, research objectives, research benefits, scope and limitations of the problem, as well as writing systematics.

CHAPTER 2 : LITERATURE REVIEW

This chapter describes previous research as well as a literature review and framework.

CHAPTER 3 :METHODOLOGY OF RESEARCH

In this chapter the researcher will explain various things, including: location and object of research, types and sources of data, population and data samples, sampling techniques, data collection techniques, data processing techniques, measurement scales, validity and reliability tests, data analysis. methods, research hypotheses, research models, types of research, definitions of concepts and operational variables, research schedules and budgets.

CHAPTER 4 : RESULTS AND DISCUSSION

In this chapter the author will explain the results and discussion after the author conducted research based on the data obtained.

CHAPTER 5 :CONCLUSIONS AND SUGGESTIONS

In this chapter the author will describe the conclusions obtained from the discussion and suggestions that will be submitted by the aut