

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

Production planning can be interpreted as a concept of the process of creating products or goods in a certain time span that has been scheduled or estimated through the management of resources, both labor, raw materials, and other equipment. In practice, business development requires theory and innovation in the production process.

A series of activities that play a role in adding use value or creating new objects because it aims to meet human needs is called production. Production is an important point that must be done optimally in a business. According to Wahjono et al (2018) production is the process of converting raw materials, auxiliary materials, labor into finished goods through a process in which there are machines and other production equipment.

Great Britain is not only famous for the allure of stunning panoramas and architectural splendor, the country dubbed as the Black Country is also full of traditions and culture dating back hundreds of years which makes it authentic and interesting to visit. In the past, the tradition of drinking a cup of tea and eating a little sweet in the afternoon was popular among the British nobility. But over time, the habit of drinking tea with sweet foods was not only consumed by the nobles, but had been present among the general public.

Since the 19th century, muffins have become one of the mainstay sweet foods that came down from the British empire as a companion to drinking a glass of tea. Although muffins have long been found in the royal era, muffins still exist and even thrive today. At that time muffins spread rapidly, especially in various countries in Europe. Now muffins are not only available in Europe, but have spread all over the world, including Indonesia.

Muffins are known as miniature versions of sweet bread, usually served with chocolate and cheese flavors. Muffin is a quickbread product because the

bread is made without yeast so that it is processed in a short and easy time, and is used as an alternative food for breakfast because of its nutritional intake. The majority of bakery products are high in carbohydrates, fat, and calories, but low in fiber content (Mishra and Chandra, 2012 in Irferamuna et al, 2019).

It is undeniable, everything has become much more modern due to the times, including the culinary world such as muffins. The main reason for choosing muffin products is because the muffin products we present are different from products owned by other businesses and are rarely found on Bengkalis Island, of course this is a challenge for the writer. Muffins that were previously known for their plain appearance now feature muffins with bold and attractive flavors but still at a friendly price. The flavors are chocolate, green tea and vanilla, topped with cheese. The author presents a muffin filled with chocolate which will be the main attraction compared to other products. Another reason the author chose muffin products is the texture. The texture of muffins tends to be denser than cupcakes, this is also what makes the writer interested in learning how to make and continue to produce dense cakes with simple ingredients.

In the context of the production technique, the author prefers the steaming technique to the grilling technique, on the grounds that the nutrients and minerals are preserved. In addition, the steaming technique makes low-fat food so that it can help diet programs and healthy lifestyles. Of course, this revolution in the culinary field has made muffins a special attraction for the general public in Bengkalis. Based on the description above, the author makes a Final Project with the title "**Planning and Production of Muffinku**".

## **1.2 Identification of the Project**

Based on the background of project described above, the identification of this final project is how to plan and produce a muffin business in the city of Bengkalis?

## **1.3 Purpose of the Project**

The objectives of this project are divided into two namely general purpose of the project and project specific purpose as follows:

1. General purpose of the project

The purpose of this final project is to find out how to plan and produce Muffinku.

2. Project specific purpose

In addition to general purpose, this project also has specific purpose. The specific purpose to be achieved in the final project carried out are as follows:

- a. To find out the raw materials needed in the steamed muffins production process
- b. To find out how the process of making steamed muffins
- c. To find out the total production costs and cost of goods manufactured incurred to make steamed muffins

#### **1.4 Significance of the Project**

Every project that is carried out is usually inseparable from the benefits that are expected and want to be achieved in the future. The benefits of this project:

1. For the author

The author's insight into how to create culinary innovations favored by the general public, as well as how to produce them.

2. For the other party

The benefit for other parties is that the author hopes that this project can be used as a reference for innovative and creative culinary products for the implementation of the next project.

3. For science

The author hopes that this project can provide insight and information on science, especially regarding production planning, production processes, product quality, and determining production costs.

#### **1.5 Time and Place of Project Implementation**

The manufacture of Muffinku products in this business project is located at Bantan, Senggoro Village, Bengkalis. Then the activities start from August 2022 to October 2022.

## **1.6 Writing System**

Therefore the writing of this project report can be systematically and neatly arranged, a systematic report writing is needed. The following is a systematic writing of this final project.

### **CHAPTER 1: INTRODUCTION**

In this chapter, the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and systematic writing.

### **CHAPTER 2: LITERATURE REVIEW**

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research, entrepreneurship, and production.

### **CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESSES**

In this chapter, the author describes the project preparation plan, project implementation plan, project completion plan, project reporting plan (project activity implementation report and project activity implementation financial report).

### **CHAPTER 4: RESULTS AND DISCUSSION**

In this chapter the author describes the analysis of the final project results, namely the final project implementation report.

### **CHAPTER 5: CLOSING**

This chapter contains a number of conclusions and suggestions as a description of the final project report.