

CHAPTER I

INTRODUCTION

1.1 Background of The Project

The food business is indeed endless and can even be made as a promising business opportunity. Various types of food appear with a variety of interesting and unique creativity. Ordinary food is created into food that has a high taste and selling value. One of them is Lumpia Garing Chips (Lumring) which is a type of food that is processed from wheat flour.

Chips are a very popular food among the people. It has a savory taste and a crunchy texture, which has an interesting variety of shapes that make it a characteristic that is very popular with the community. Chips can be served as snacks, side dishes or souvenirs. The basic ingredients for chips generally use wheat flour. However, now there are many ^{variations} of chips that have a variety of flavors.

We find many chips in stalls that generally sell staple foods. But we can also find chips at celebrations such as parties. At this time, especially in Kab.Bengalis, the production of chips has not shown significant economic development and impact. This can be seen from the production and distribution of products that are less than optimal because there is no effort to increase the variety of products produced both in terms of taste and packaging of the chips themselves. In addition, chips themselves are considered outdated food for certain people and prefer more modern side dishes or snacks.

For this reason, proper production management is needed so that the chip production process can be carried out correctly and according to procedures, and can attract people's attention again to this spring roll food, creating product variations both in terms of taste and packaging. In addition, production management that must be applied to the production process produces products that can be accepted by the community, and can compete and move in line with the wishes of consumers, with the aim of obtaining profits in accordance with the wishes that have been set.

With the development of basic chips recipes and increasingly creative ways of serving, chips can become a permanent food that will never become extinct or be forgotten by the community or local residents, because chips have long been a side dish or snack that is eaten at any given time.

Chips or kripik is a kind of snack in the form of thin slices of tubers, fruits, or vegetables fried in vegetable oil. To produce a savory and crunchy taste, it is usually mixed with flour dough that is given certain spices. In general, chips are made through the frying stage, but some are made only by drying, or drying. Chips can taste predominantly salty, spicy, sweet, sour, savory, or a combination of these.

Spring roll chips are a very suitable food for a relaxing time, it can also be used as a food to delay hunger and this food tastes delicious. Enjoying spring roll chips does not have to be expensive, because the price is relatively cheap. For that reason why choosed this project. Therefore, the author is interested in carrying out a final project with the title "**Planning and Making Chips Lumpia Garing Business (lumring)" (Production Aspect)".**

1.2 Identification Of the Project

Based on the background that has been described, the identification of the project is "What is the strategy in producing home made Lumpia Garing (Lumring) in terms of production aspects".

1.3 Purpose Of the Project

1.3.1 General Purpose

The general objective of this project is to find out the planning and production of the Home Made Lumpia Garing (Lumring) business.

1.3.2 Specific Purpose

1. To produce crispy Lumpia Garing (Lumring) and based the production target of 2000 pcs.
2. To find out what can affect the production of Lumpia Garing (Lumring) and find constraints and solutions).

1.4 Significant Of The Project

Based on this research, the expected benefits in planning and making Home Made Lumpia Garing (Lumring) Business are:

1. Share Implementation

The purpose of this research for researchers is to be able to compare theories and be able to apply theories that have been taken during lectures, as well as get knowledge and information about business planning in the small business industry.

2. For Consumers

It is hoped that this final project can provide an alternative food that has a distinctive taste for the community at a relatively cheap price.

3. Share Science

It is hoped that this final project can provide information and contribute to science, especially regarding product quality, price and consumer purchasing decisions.

4. For Other Parties

The completion of this project is expected to be used as reference material for further project implementation, and regarding discussions related to the project, especially in the production section.

1.5 Time And Place Of Project Implementation

The place and time of project implementation is the place where you carry out the process of making Lumpia Garing (Lumring) which is accompanied by an address. For more details on where the project will be implemented below:

Place : House of the person in charge of production

Address : Jl. Karimun, Gg. Karimun II, Bengkalis

As for the location for the implementation of marketing and product sales, it will be done by entrusting the product in several stalls and also in the online shop using the order system.

1.6 Writing Systematics

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

CHAPTER 1: INTRODUCTION

This chapter contains a description of the background, project identification, project objectives, project benefits, and the place of project implementation, as well as writing systematics.

CHAPTER 2: LITERATURE REVIEW

This chapter contains a theoretical description of the variables of the final project including business planning, as well as the specific theory of the final project in each section.

CHAPTER 3: PROJECT COMPLETION METHODS AND PROSESSES

This chapter contains a description of the project preparation plan, project implementation plan, project completion plan, and project reporting plan.

CHAPTER 4: RESULT AND DISCUSSION

This chapter contains descriptive and analysis of the final project results in the form of a final project implementation report.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the final project in the previous chapters that we have examined and written in a conclusion, as well as suggestions for making the final project.