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# CHAPTER I

## INTRODUCTION

### 1.1. Background

The practice of vegetarianism—the abstaining of the consumption of meat and certain animal-based products (such as eggs, milk, or honey)—has been gaining popularity in recent years due to increasing nutritional, ethical, and environmental concerns. However, even before many of those modern concerns became relevant, vegetarianism has been a part of various religions all over the globe, most notably Hinduism, Buddhism, and Jainism, all of which have played a part in spreading vegetarianism across many countries, including Indonesia (Laarse, 2015).

However, while vegetarianism in Indonesia has continued to rise in popularity, many vegetarians still struggle to maintain a healthy and balanced diet. Indeed, a survey conducted in 2016 by supplement company P-Fit (Lerche, 2016) revealed that of the 2,498 vegetarians polled, 79 percent stated that they were lacking essential nutrients, with 24 percent even going as far as saying that they were malnourished. According to Dr. Krisnugra Ramadhani Rasyi, Sp.GK., vegetarians need to be especially attentive to the nutrients they consume in their diet, as not properly balancing them may lead to increased risk of illnesses such as chronic fatigue, artery clogging, and diabetes.

Dr. Krisnugra stated that vegetarians can achieve a healthy and balanced diet by varying the types of food they eat according to the nutrients within the food itself. One of the simplest methods to do so is to look up new recipes for

vegetarians to try cooking. And although the internet has become a more convenient way to find information, based on surveys conducted by the writer a majority of those polled still buy recipe books to find new recipes, in addition to looking recipes up on the internet.

As such, with this final project of designing a recipe book, the writer would offer a source of information tailored to beginner vegetarians that compiles vegetarian cooking recipes based on cost of ingredients, nutritional value, and ease of preparation, along with information on what constitutes a balanced nutrition and tips on which foods contain what nutrients.

## **1.2. Research Questions**

1. How is a recipe book that compiles recipes and nutritional information for beginner vegetarians designed?

## **1.3. Scope & Limitations**

1. The contents of the recipe book will mainly cover vegetarian cooking recipes based on nutritional value, cost of ingredients, and ease of preparation, along with additional information such as common vegetarian sources for certain nutrients and general nutrition tips that are relevant toward vegetarians.
2. Recipes included in the recipe book will be targeted toward ovo-vegetarians, lacto-vegetarians, ovo-lacto-vegetarians, and vegans.
3. The contents of the recipe book will be written in English.
4. The recipe book is targeted towards the following demographic segments:

- a. Gender : Male and Female
- b. Age (Primary) : Middle-aged (35-50 years old)
- c. Age (Secondary) : Young-adult (25-34 years old)
- d. Location : Jabodetabek Area
- e. Education : University-equivalent
- f. Economic Class : Social Economic Status (SES) A
- g. Language : English (Reading)
- h. Psychobehavior : Indecisive, beginner vegetarians

#### **1.4. Project Objectives**

The main objective of this final project is to compile vegetarian cooking recipes along with nutritional information and general tips that may be useful for vegetarians and provide everything in a form that is easily accessible and portable.

#### **1.5. Significance & Benefits**

1. With this final project, the writer hopes to be able to gain experience in information-compiling and layout design, as well as be able to better understand the significance and views of vegetarianism and the importance of nutrition in general.
2. The writer also hopes that this final project will benefit vegetarians who are struggling to maintain their diet by helping them discover new sources and forms of food to cook when they are at home and inform them of

crucial information about their nutrition that they may not necessarily realize.

3. Finally, the writer hopes—by completing this final project to the best of the writer’s ability—to promote the name and prestige of Universitas Multimedia Nusantara in a way that adheres to the university’s standards of education, as well as have this report and final project become references for other students looking to design guidebooks.