



## **ONIGIRI LEMANG**

<b>NAME</b>	<b>MATRIC NUMBER</b>
AYU NAJWA BINTI ANUAR	08DPM22F1066
SYARAFANA FARZANA BINTI SHAREF	08DPM22F1024
RABIATUL HUSNA BINTI CHE ADERI	08DPM22F1128
SITI NURAISHAH BINTI MOHMAD  YOUSOFF	08DPM22F1097

## **DIPLOMA IN BUSINESS STUDIES**

**SESSION 1: 2024/2025**

**POLYTECHNIC SULTAN SALAHUDDIN ABDUL AZIZ SHAH**

**PRODUCT:**  
**ONIGIRI LEMANG**

<b>NAME</b>	<b>MATRIC NUMBER</b>
AYU NAJWA BINTI ANUAR	08DPM22F1066
SYARAFANA FARZANA BINTI SHAREF	08DPM22F1024
RABIATUL HUSNA BINTI CHE ADERI	08DPM22F1128
SITI NURAISHAH BINTI MOHMAD	08DPM22F1097
YOUSOFF	

A project report that is submitted in partial of fulfilment of the requirement for the award of  
Diploma in Business Studies

**COMMERCE DEPARTMENT**

**SESSION 1: 2024/2025**

# DECLARATION OF ORIGINALITY

TITLE: ONIGIRI LEMANG

SESSION: 2024/2025

1. We, **1. AYU NAJWA BINTI ANUAR (O8DPM22F1066)**  
**2.SYARAFANA FARZANA BINTI SHAREF (08DPM22F1024)**  
**3.RABIATUL HUSNA BINTI CHE ADERI (08DPM22F1128)**  
**4.SITI NURAISHAH BINTI MOHMAD YOUSOFF (08DPM22F1097)**

Are the final year student of **Diploma in Business Studies, Commerce Department, Polytechnic Sultan Salahuddin Abdul Aziz Shah**, located at **Persiaran Usahawan 40150, Shah Alam, Selangor.**

2. We verify that `this project` and intellectual properties are our original work without any plagiarism from any other sources
3. We agree to release the project's intellectual properties to the above said polytechnic in order to fulfil the requirements of being awarded a **Diploma in Business Studies.**

Prepared by:

1. AYU NAJWA BINTI ANUAR

(.....)

Identity Card No : 040819-10-1616

2. SYARAFANA FARZANA BINTI SHAREF

(.....)

Identity Card No : 040302-10-0530

3. RABIATUL HUSNA BINTI CHE ADERI

(.....)

Identity Card No : 040218-14-0046

4. SITI NURAISHAH BINTI MOHMAD YOUSOFF

(.....)

Identity Card No : 01121-12-0800

At Polytechnic Sultan Salahuddin Abdul Aziz Shah

In the presence of,

PUAN SHAREH @ SHAREAHA BINTI DIN

Identity Card No :

As the project supervisor

(.....)

PUAN SHAREH @ SHAREAHA BINTI DIN

## LETTER OF AUTHORIZATION

We declare that the work in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, otherwise indicated or acknowledged as referenced work. This these has not been submitted to any other academic institution or non-academic institutions or non-academic institutions for any diploma or qualifications.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Undergraduate, Polytechnic, regulating the conduct of my study and research.

1. Signature:

Name: AYU NAJWA BINTI ANUAR

Registration Number: 08DPM22F1066

Date:

2. Signature:

Name: SYARAFANA FARZANA BINTI SHAREF

Registration Number: 08DPM22F1024

Date:

3. Signature:

Name: RABIATUL HUSNA BINTI CHE ADERI

Registration Number: 08DPM22F1128

Date:

4. Signature:

Name: SITI NURAISHAH BINTI MOHMAD YOUSOFF

Registration Number: 08DPM22F1097

Date:

## **ACKNOWLEDGEMENT**

We say thousands of thanks to our god who helped us by providing smoothness in completing this project well and successfully. This project is the result of hard sweat with a group of friends who are not lack at providing a good cooperation every time without fail. Not to forget our that we are also thankful and grateful for all the help and support we received from our supervisor PUAN SHAREAHA BINTI DIN who never got tired of guiding us in completing this project successfully.

I would like to say a huge thank you again for PUAN SHAREAHA BINTI DIN for helping us to solve our problems that we initially thought were difficult to complete. With the guidance of PUAN SHAREAHA BINTI DIN we were finally able to finish this project successfully and managed to face various difficulties and obstacles well.

Not forgetting, we are very grateful and appreciative towards the services of those who were involved in directly or indirectly in implementing this project. Supports from classmates and also family members are very encouraging. It also helped us to build and strengthen our spirit in completing this project.

## ABSTRACT

This paper explores onigiri leman, a fusion of two culturally significant dishes: leman from Malaysia and onigiri from Japan. While onigiri enjoys global recognition, leman remains underappreciated internationally despite its unique flavor and cultural importance. The lack of awareness about leman's bamboo-cooked glutinous rice and its traditional preparation limits its visibility and appeal outside Malaysia. An additional challenge lies in leman's traditional packaging, which fails to preserve its freshness and structural integrity for export, hindering its marketability. To address this, the paper proposes innovative packaging solutions that enhance preservation and facilitate transportation, making leman more accessible globally.

Using a design thinking methodology, this project focuses on user-centered innovation, exploring consumer preferences and combining the distinct characteristics of leman and onigiri to create a dish that resonates with diverse audiences. Onigiri leman symbolizes cultural integration, bridging Malaysian and Japanese culinary traditions and increasing awareness of leman's heritage on the global stage. With improved packaging and strategic positioning, onigiri leman has the potential to expand into international markets, appealing to the growing demand for fusion cuisine. This fusion dish not only celebrates rich traditions but also fosters cultural exchange, innovation, and shared culinary experiences.

Onigiri leman promotes cultural exchange by bridging Malaysian and Japanese cuisines, enhancing understanding and appreciation. This fusion highlights leman's significance in Malaysian culture, increasing its global visibility. Addressing packaging challenges is crucial for market expansion, as innovative solutions can preserve freshness and integrity during transportation, enabling effective international marketing. Beyond being a new dish, onigiri leman represents cultural integration and culinary innovation. Elevating leman's status through this fusion enhances awareness of its unique qualities and heritage. With strategic packaging and market strategies, it can meet global demand for fusion foods, boosting exports and benefiting local economies

## TABLE OF CONTENT

<b><u>DECLARATION OF ORIGINALIT</u></b> .....	3
<b><u>LETTER OF AUTHORIZATION</u></b> .....	5
<b><u>ACKNOWLEDGEMENT</u></b> .....	6
<b><u>ABSTRACT</u></b> .....	7
<b><u>CHAPTER 1: INTRODUCTION</u></b> .....	10
1.1 INTRODUCTION.....	10
1.2 BACKGROUND OF PROJECT .....	11
1.3 PROBLEM STATEMENT .....	12
1.4 OBJECTIVE .....	13
1.5 PROJECT QUESTIONS .....	13
1.6 SCOPE OF PROJECT .....	14
1.7 SIGNIFICANCE OF THE PROJECT .....	14
1.8 OPERATIONAL DEFINITION .....	15
1.9 SUMMARY .....	15
<b><u>CHAPTER 2 LITERATURE REVIEW</u></b> .....	16
2.1 INTRODUCTION .....	16
2.2 DESIGN THINKING .....	16
2.3 SITUATIONAL ANALYSIS .....	18
2.4 SUMMARY .....	19
<b><u>CHAPTER 3 METHODOLOGY</u></b> .....	20
3.1 INTRODUCTION .....	20
3.2 PROJECT DESIGN .....	20



3.3 METHOD/PROCEDURE/PROJECT PRODUCTION TECHNIQUE .....	21
3.4 MATERIALS AND EQUIPMENT .....	26
3.5 ANALYSIS DATA METHOD .....	29
3.6 METHOD OF COLLECTING DATA .....	30
3.7 SUMMARY .....	30

## REFERENCES

## APPENDICES

# CHAPTER 1: INTRODUCTION

## 1.1 INTRODUCTION

The culinary world is a rich tapestry woven from diverse cultures and traditions, each offering unique flavors and cooking techniques. Among these, onigiri and lemang stand out as iconic dishes from Japan and Malaysia, respectively. Onigiri, often referred to as rice balls, is a staple in Japanese cuisine, cherished for its versatility and ease of consumption. Typically filled with a variety of ingredients and wrapped in nori, onigiri embodies the spirit of Japanese simplicity and elegance. In contrast, lemang is a traditional Malaysian dish made from glutinous rice cooked in bamboo tubes, often served during festive occasions and significant cultural celebrations. Its unique cooking method imparts a distinctive aroma and flavor that reflects the rich heritage of Malaysian cuisine.

Despite their individual merits, both dishes have faced challenges in the global culinary landscape. While onigiri has gained popularity internationally, lemang remains relatively obscure outside Malaysia. This lack of recognition limits the cultural exchange that food can facilitate and prevents lemang from reaching a broader audience. Additionally, the traditional packaging methods for lemang are not well-suited for export, compromising its freshness and presentation.

This report aims to explore the fusion of onigiri and lemang, creating a novel dish that celebrates the strengths of both culinary traditions. By examining the cultural significance, flavors, and preparation methods involved, we seek to address the challenges of recognition and packaging for lemang. Ultimately, this project aspires to promote onigiri lemang as a symbol of culinary fusion, fostering greater appreciation for Malaysian cuisine on the global stage.

## 1.2 BACKGROUND OF PROJECT

Lemang is a traditional Malaysian dish with roots that date back centuries, often associated with the indigenous Malay community. The dish is believed to have originated in the Malay Archipelago, where glutinous rice was cultivated and utilized for various culinary purposes. Historically, lemang was prepared during significant cultural celebrations, such as Hari Raya Aidilfitri, weddings, and other festive occasions, serving as a symbol of community and togetherness.

The method of cooking lemang is unique, involving the use of bamboo tubes, which impart a distinct flavor to the rice. The bamboo is filled with a mixture of glutinous rice, coconut milk, and salt, then wrapped in banana leaves to enhance the aroma. This traditional cooking technique reflects the resourcefulness of the indigenous communities, utilizing available natural materials to create a dish that is both flavorful and visually appealing.

While lemang has a rich heritage in Malaysia, it has not gained significant recognition outside of Southeast Asia. This limited visibility poses challenges for promoting Malaysian cuisine globally. In addition, the traditional packaging methods for lemang do not adequately cater to international markets, impacting its ability to be exported and appreciated by a wider audience.

Besides that, Onigiri were originally made out of sticky, glutinous rice, but at the end of the Kamakura Period, ordinary rice started to be used. The present form of onigiri, with “nori” (seaweed) wrapped around it, developed along with processed, rectangular seaweed laver, whose use spread widely during the Genroku Era in the middle of the Edo Period (from the end of the 17th Century to the beginning of 18th Century). Onigiri also began taking root as a bento for common people at firework displays and cherry blossom viewing parties, as well as, a portable food for travelers.

### 1.3 PROBLEM STATEMENT

Lemang, despite its rich cultural heritage and unique flavors, faces significant competition from similar rice-based dishes in Malaysia, particularly from ketupat, which is also a traditional dish made from rice and often filled with various savory ingredients. Ketupat is widely enjoyed during festive occasions and gatherings, making it a popular choice among consumers. Additionally, lemang pulut hitam and lemang jagung, another type of lemang, is commonly prepared in various forms and is favored for its versatility.

Lemang is typically associated with specific celebrations, which limits its everyday consumption and accessibility. Moreover, the traditional packaging methods for lemang are inadequate for transport and preservation, making it less appealing as a convenient, grab-and-go option compared to its competitors.



**Figure: 1.3.1 Lemang pulut hitam**



**Figure: 1.3.2 Lemang jagung**

## **1.4 OBJECTIVE**

The objective of the project is to increase the international popularity of lemong by creating a fusion dish called onigiri lemong. This fusion dish combines the familiar format of onigiri with the unique flavors of lemong, rendang, or serunding to make it more accessible and appealing to a wider global audience.

1. To develop a portable version of lemong that allows for convenient on-the-go consumption, similar to onigiri, while showcasing its cultural significance and unique flavors to promote daily enjoyment of this traditional dish.
2. To test and refine the dish based on sensory evaluations to ensure it meets the taste, texture, and convenience preferences of potential consumers, making it a desirable option for regular consumption.
3. To analysis an understanding of the potential commercial benefits of onigiri lemong, emphasizing its convenience and portability for consumers and identifying opportunities for businesses in the market.

## **1.5 PROJECT QUESTIONS**

Three project questions are posed to aid the researcher in achieving the project objectives.

The project questions are as follows:

1. How to develop a portable version of lemong that allows for convenient on-the-go consumption, similar to onigiri, while showcasing its cultural significance and unique flavors to promote daily enjoyment of this traditional dish
2. How to test and refine the dish based on sensory evaluations to ensure it meets the taste, texture, and convenience preferences of potential consumers, making it a desirable option for regular consumption?
3. How to develop an understanding of the potential commercial benefits of onigiri lemong, emphasizing its convenience and portability for consumers and identifying opportunities for businesses in the market.

## **1.6 SCOPE OF PROJECT**

Onigiri Lemang aims to develop a portable and convenient fusion dish that combines the traditional Malaysian lemang with the versatile Japanese onigiri, making it possible to enjoy the rich flavors of lemang on a daily basis, much like onigiri is enjoyed across Japan.

The core idea is to adapt the lemang a traditional dish made of glutinous rice cooked in bamboo, which is often associated with special occasions into a format that is practical for everyday consumption. By incorporating the form and functionality of onigiri, this fusion dish will offer a convenient, grab-and-go option that retains the unique flavors and textures of lemang.

## **1.7 SIGNIFICANCE OF PROJECT**

By integrating lemang, a traditional Malaysian dish, with the popular Japanese onigiri, the project not only preserves but also promotes the cultural heritage of Malaysia on a global stage. This fusion approach highlights the unique aspects of lemang and introduces it to international audiences in an innovative and accessible format. Other than that, Onigiri lemang aims to address the current lack of international visibility for lemang. By creating a fusion dish that combines elements of both Malaysian and Japanese cuisines, it has the potential to capture the interest of food enthusiasts worldwide, attract younger generation and increase global awareness of lemang. Furthermore, Onigiri lemang seeks to broaden the appeal of lemang by adapting it into a convenient, portable format similar to onigiri. This adaptation can make lemang more accessible and appealing to diverse markets, potentially leading to increased market penetration and commercial opportunities.

## 1.8 OPERATIONAL DEFINITION

**“Lemang”** is a traditional Malaysian dish that holds a special place in the hearts of many. This delightful delicacy features glutinous rice cooked in a bamboo tube, often infused with coconut milk and a pinch of salt. The result is a fragrant, creamy, and slightly sticky rice with a unique, smoky flavor from the bamboo.

Typically enjoyed during festive occasions such as Eid and Hari Raya, lemang is often served alongside rendang (a spicy meat stew) or serunding (spicy grated coconut). Its preparation is a time-honored process, reflecting the rich cultural heritage of Southeast Asia. The communal aspect of cooking lemang often done in large batches and shared among family and friends adds to its charm and significance in social gatherings.

**“Onigiri”** often referred to as rice balls, is a traditional Japanese dish made from cooked white rice that is shaped into a triangular or oval form and often wrapped in nori (seaweed). It can be filled with various ingredients, such as pickled vegetables, fish, or other savory fillings, enhancing its flavor and nutritional value. Onigiri is typically served as a portable snack or meal, making it a convenient option for consumption on the go. The dish is recognized for its cultural significance in Japan, where it is commonly enjoyed in bento boxes, during picnics, or as a comfort food.

## 1.9 SUMMARY

In conclusion, at the end of this project we were expected “Onigiri Lemang” project aims to introduce a unique and innovative fusion dish to the global market. By combining the traditional flavors of Malaysian lemang with the familiar format of Japanese onigiri, the project seeks to increase the international recognition of Malaysian cuisine, showcase the cultural significance of lemang, and create a successful.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

The fusion of culinary traditions has become increasingly popular in recent years, giving rise to innovative and exciting dishes that blend elements from different cultures. One such fusion dish, onigiri leman, combines the traditional flavors of Malaysian leman with the familiar format of Japanese onigiri. This literature review will explore the existing research and literature on onigiri leman, examining its historical context, cultural significance, and potential impact on the global food landscape.

By delving into the available studies, this review aims to provide a comprehensive understanding of the development, popularity, and significance of onigiri leman. It will also identify key research gaps and potential areas for future exploration, contributing to the ongoing discourse on fusion cuisine and its role in promoting cultural exchange and culinary innovation.

### **2.2 DESIGN THINKING**

Design thinking is simply a method of problem-solving with the goal of making products better.

This method includes empathy, define, ideate, prototype and test.

#### **I. Empathy**

Empathy is the main emphasis or known as user-centric research of the first stage of the design thinking process. Designers strive to develop a compassionate grasp of the issue they are attempting to resolve. Consult specialists to learn more about the subject at hand and make observations to get to know and care about the users. In order to develop a more personal grasp of the problems at hand as well as the users' experiences and motivations they could also wish to fully immerse themselves in the users' physical environment. Since it enables design thinkers to put aside their individual perspectives and obtain genuine insight into users and their requirements, empathy is essential to problem resolution and a human-centered design process.



## **II. Define**

Define is the second phase of design thinking, where designers define the problem statement in a human-centered manner. The define stage will assist the design team in gathering excellent ideas to establish features, functions, and other elements to address the current problem or, at the very least, make it as simple as possible for actual users to solve problems on their own. During this stage, designers will begin to move on to the ideation phase, when they begin to ask questions to assist to find solutions. For example, they can ask between their team, "How might we encourage teenage girls to perform an action that benefits them and also involves company's food-related product or service?" at this stage.

## **III. Ideate**

During the third stage of the design thinking process, designers are ready to generate ideas. Designers and team may begin to consider the issue from several angles and come up with creative solutions to their problem statement. In order to promote creative thinking and broaden the problem area, brainstorming approaches are frequently utilized at the beginning of the ideation cycle. This enables designers to produce as many ideas as they can at the beginning of the brainstorming process. Near the end of this phase, designers should choose additional ideation techniques to aid in the investigation and testing of their ideas and the selection of the best ones to go ahead with.

## **IV. Prototype**

For each issue that was discovered throughout the first three steps, the most suitable solution is to be found in this prototype phase. The answers are put into the prototypes, each of which undergoes review before being approved, changed, or rejected in according to user feedback. The design team will have a better understanding of the product's limitations and issues by the time the prototype stage is complete. They'll also be able to see more clearly how actual people will act, think, and feel when using the finished product.

## V. Test

The five-stage model's final stage, although in a method like design thinking, the outcomes are frequently utilised to redefine one or more additional challenges. This deeper level of comprehension might enable designers to look into the circumstances of use and how users interact with the product. It could even lead them to go back to an earlier step in the design thinking process. After that, designers can move forward with further iterations, adjust, and polish their work to rule out other options. The main objective is to understand the product and its users as thoroughly as possible.

### 2.3 SITUATIONAL ANALYSIS

#### SWOT ANALYSIS

<b>STRENGTH</b> <ul style="list-style-type: none"><li>• The combination of traditional Malaysian lemong with the familiar format of Japanese onigiri offers a distinctive and innovative product.</li><li>• Onigiri is a convenient and portable snack or meal, appealing to busy consumers.</li></ul>	<b>WEAKNESS</b> <ul style="list-style-type: none"><li>• it may take time for customers to become familiar with the concept and taste</li><li>• Ensuring a consistent supply of high-quality ingredients.</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• Onigiri Lemang can be offered at events, convenience store, and corporate functions.</li><li>• Increased consumer interest, there is a growing global trend for fusion cuisine, which can create a favorable market for onigiri lemong.</li></ul>	<b>THREAT</b> <ul style="list-style-type: none"><li>• Increased competition, the market for fusion food is growing, and there may be other innovative and popular fusion dishes available.</li><li>• Competitors may introduce similar or competing products that target the same customer base.</li></ul>

## **2.4 SUMMARY**

Design Thinking Model is the most common and relevant model to use in the making of application design field. This is because of the most products or even instructional system were designed by Design Thinking Model. By using the model had successfully created end product or system such as in a complete literature analysis is required to give a comprehensive viewpoint that can assist design thinking realize its full potential and address some of the application-related difficulties it encounters. The research that has already been done on applying design thinking for business model innovation is reviewed in the following section. It examines how researchers have defined the role of design thinking in business model innovation, their research and practice on doing so, and how the impact of design thinking on business model innovation can be measured or evaluated. The researcher also hopes to extract from the literature review some significant issues for further investigation about the use of design thinking for business model innovation.

## CHAPTER 3: METHODOLOGY

### 3.1 INTRODUCTION

In this chapter are the process of making Onigiri Lemang. The goal of the methodology is to establish an underlying paradigm that supports us chosen research. The research methodologies cover particular methods of data acquisition. This chapter covers the study, the participants, the techniques (questionnaires, interviews, observations, etc.) used to collect research data from participants, as well as how to evaluate the data collected from participants. Besides that, any requirement to look into the process in order to get insights. In other terms, "methodology" refers to the action of putting a study's findings or a body of knowledge into practice in order to accomplish its objectives.

### 3.2 PROJECT DESIGN

Onigiri leman has determined that adopting Design Thinking. Onigiri leman have established that the most effective method of action is to use the Design Thinking Process as a basis for the product's design and development. In addition, a qualitative research methodology was used to create our product. For this purpose, a interview was conducted to 5 participants, and the results were gathered to determine the participants opinions of the product

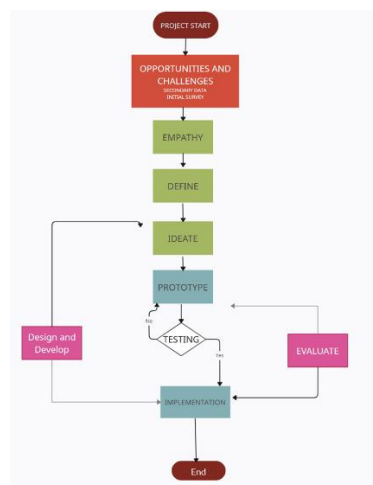


Figure 3.1 project design

### 3.2.1 OPPORTUNITIES AND CHALLENGES

The opportunities that are encountered during the design and development is cultural exchange, the project can contribute to cultural exchange, promoting understanding and appreciation of different culinary traditions. Moreover, the development is highly related on market potential, there's a high in potential market for this fusion food, especially among younger generations who are open to new and innovative food concepts.

The challenges that are facing during project development is the shelf life of the product, especially if it involves perishable ingredients, needs to be carefully considered and managed. Other than that, consumer acceptance, while the concept is innovative, it may take time for consumers to fully embrace the fusion and develop a preference for it.

### 3.3 METHOD/ PROCEDURE/ PROJECT PRODUCTION TECHNIQUE

#### Design Thinking Technique

The Design Thinking Process was used to design the product in this project. It takes a significant amount of time to empathize, define, imagine, prototype, and test to guarantee that the product development process follows all the necessary procedures. In addition, having clearly defined stages makes it simpler to produce excellent volunteer apps, which in turn helps our product follow all the requirements necessary to fulfil the purpose of creating volunteer applications. This technique is really beneficial to our project.

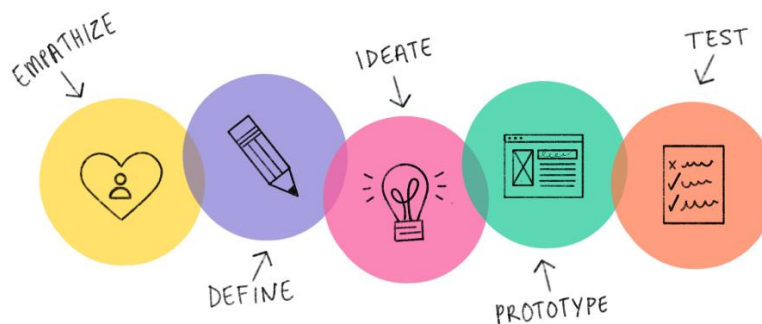


Figure 3.3 Design thinking technique

### 3.3.1 EMPATHY

One approach to demonstrating empathy involved conducting interviews with four students from Polytechnic Sultan Salahuddin Abdul Aziz Shah (PSA) to explore their concerns. Additionally, a survey was distributed to PSA students to collect data, enabling the collection of responses based on the specific issues identified by the users

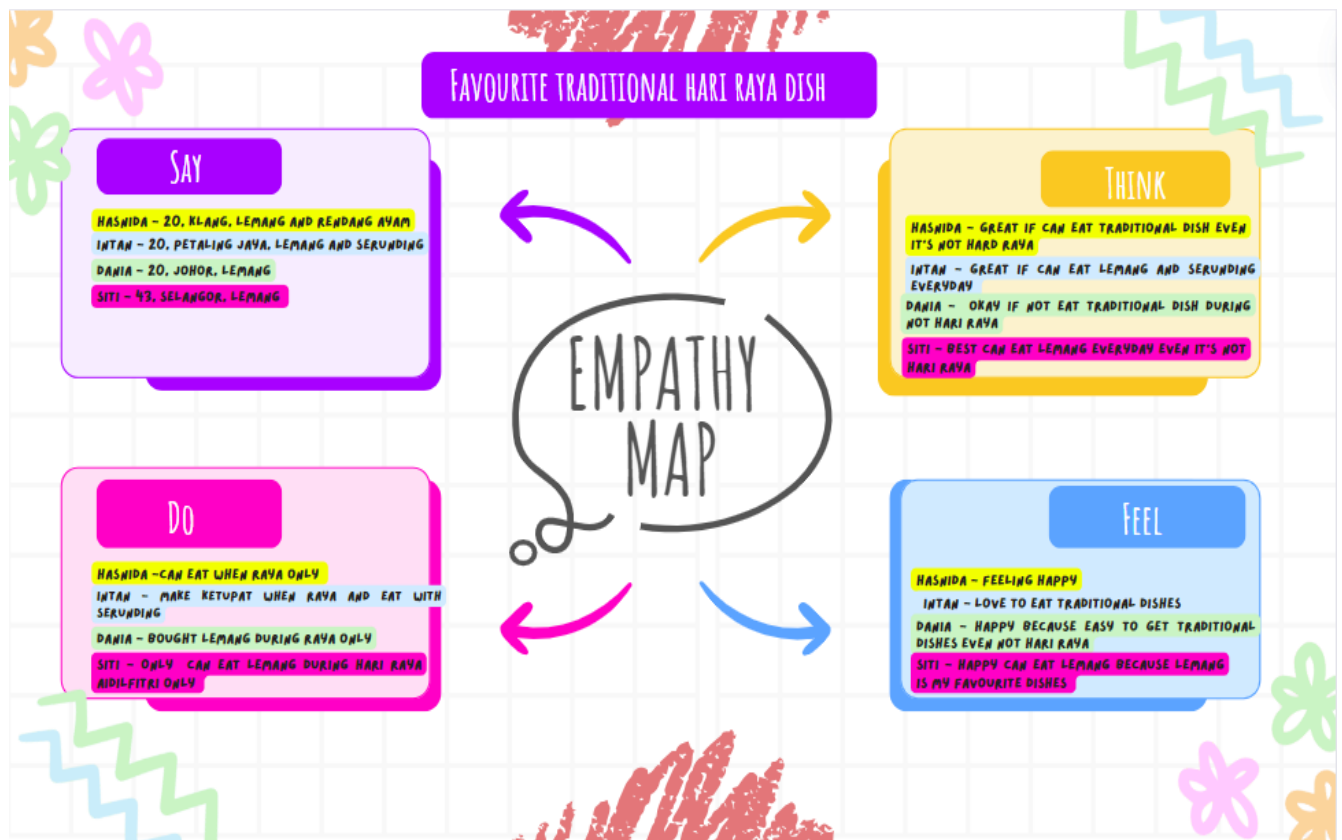


Figure: 3.3.1 Empathy map

### 3.3.2 DEFINE

The information that has been received throughout the Empathize stage will be organized in this step. This step helps to understand the emotions and needs of target customers when creating new product of lemang Based on the survey and interview results, we then choose to observe the ordering procedure on the Vision Wheel website. The problems were found:

- i. difficult to find lemang if not hari raya.
- ii. difficult to cook lemang.

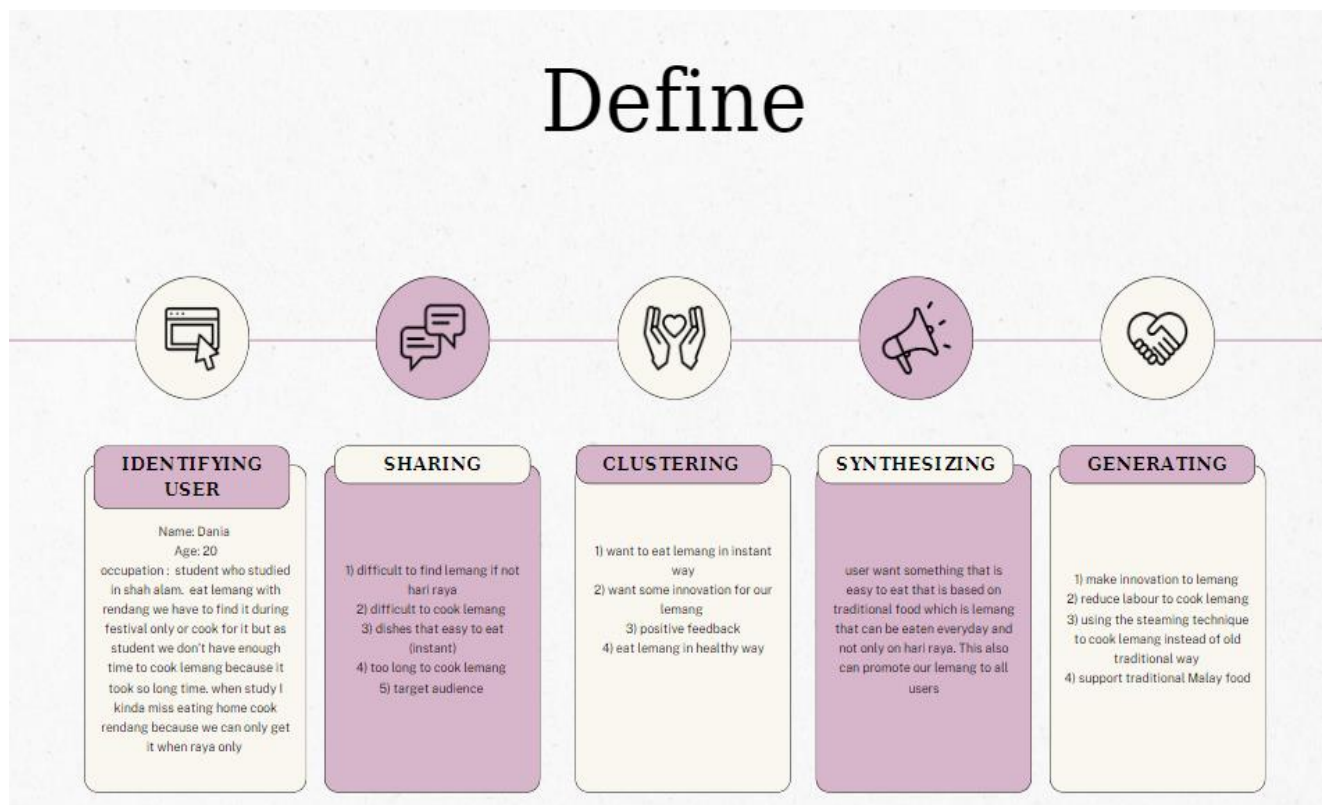


Figure: 3.3.2 Define map

### 3.3.3 IDEATE

Multiple brainstorming sessions have been held with various interested parties based on the findings from the empathy phase. Numerous ideas were generated on how to make lemang more convenient to eat and accessible. Additionally, strategies for promoting lemang to international audiences were explored.

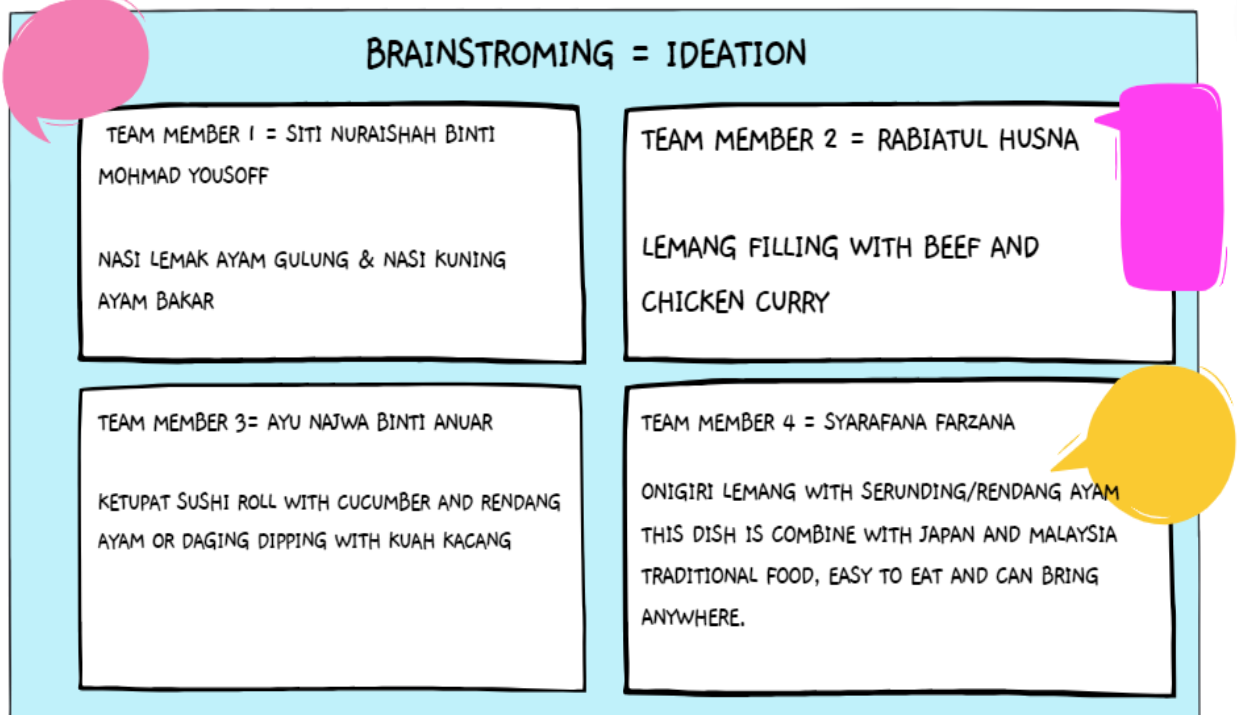


Figure: 3.3.3 Brainstorming



### 3.3.4 PROTOTYPE

After narrowing down the ideas, a prototype is developed to bring the concepts to life.

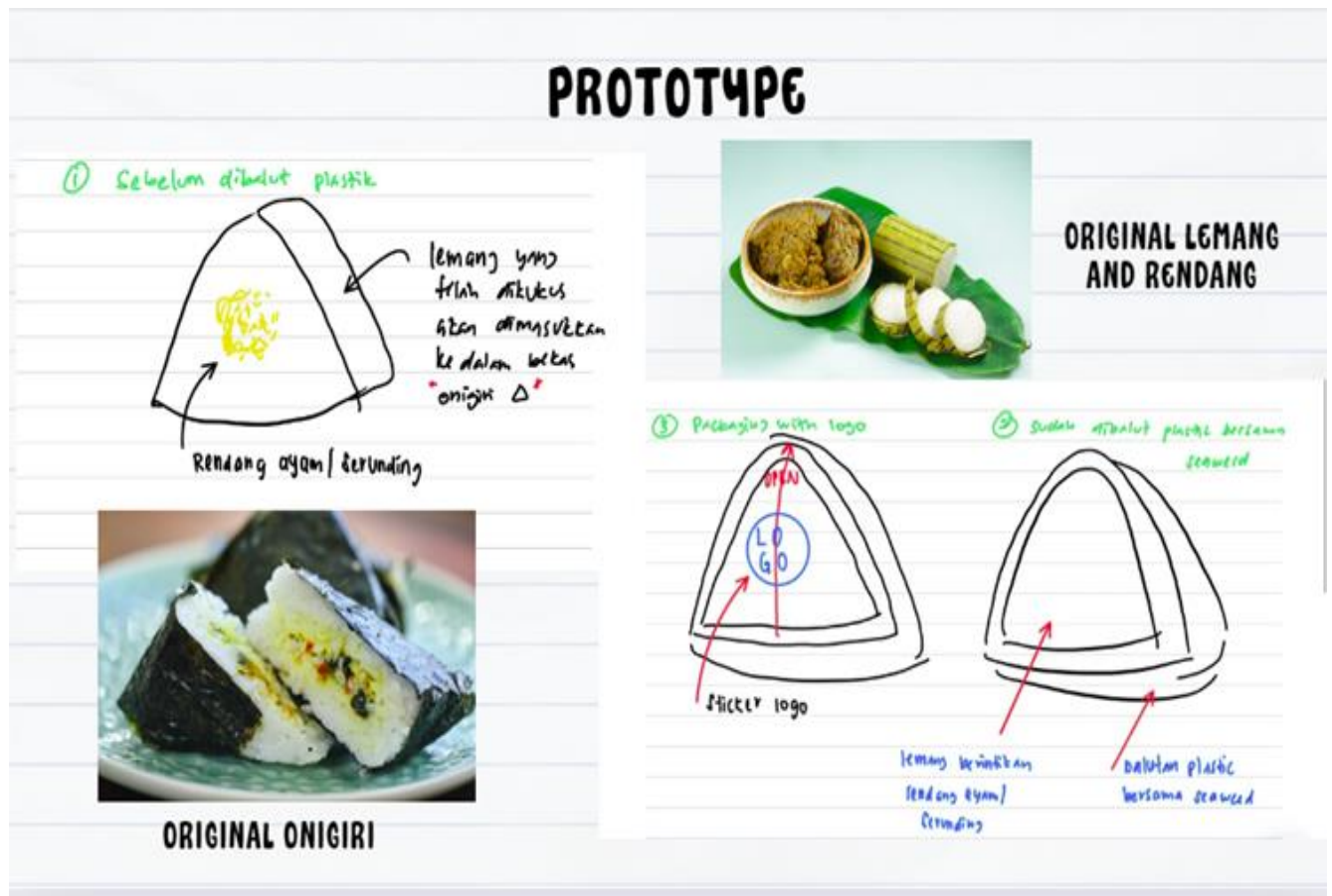


Figure: 3.3.4 Prototype

### 3.3.5 TEST

After the prototype stage, testing will be conducted with five PSA students by having them try the Onigiri Lemang.

### 3.4 MATERIALS AND EQUIPMENTS

#### Materials:

- Glutinous rice
  - ✓ The main ingredient for both Onigiri lemang.



- Coconut milk
  - ✓ Used to flavor the lemang and add richness.



- Rendang or serunding
  - ✓ A choice of filling for the onigiri, providing a savory and spicy flavor.



- Banana leaves
  - ✓ Traditional way for cooking lemang, giving it a smoky flavor.



- Seaweed (nori)
  - ✓ Used to wrap the Onigiri lemang.



- Plastic wrap
  - ✓ packaging for the Onigiri lemang.

### Equipment:

- Cooking pot
  - ✓ For steaming the lemang.
- Onigiri mold
  - ✓ For shaping the onigiri lemang.



### **3.5 ANALYSIS DATA METHOD**

This section describes the entire procedure for collecting data using a survey distributed via Google Forms. The strategy sought to elicit information from 40 respondents about Onigiri Lemang. The process of assessing the results and data is divided into three phases.

#### **3.5.1 Phase 1 (Empathy)**

Phase 1 consists of the process of analysing data during pre-development of the product which has been done in EMPATHY which is observation and interview. Besides, the data collection from the real-time observation also has been analysed and displayed (refer to figure 3.3.1) After that, we are going to analyse and think about how to solve the problem from the participants and try to create a Onigiri lemang.

#### **3.5.2 Phase 2 (Testing)**

The next chapter will involve testing the Ongiri prototypes with a small group of target customers to gather feedback on key aspects such as taste, texture, packaging, convenience, and overall satisfaction. Based on their input, the product will be refined accordingly, addressing potential issues like inconvenient packaging or the need for flavor adjustments.

Should the testing phase result in positive feedback, the project will advance to the implementation stage. Otherwise, revisions will be made by returning to the Design and Develop stage for further improvements based on the feedback received.

### **3.5.3 Phase 3 (Survey)**

This study is considered a descriptive study on the base of data collection method. Also, since the data are obtained through sampling of population to examine its distribution parameters, it is a survey study. Descriptive statistics, including mean, standard deviation, and frequency distributions, were used to summarize the respondents' demographic profiles (age, gender, occupation) and their levels of product awareness and attitudes toward the new product. These statistics helped to understand the general characteristics of the sample population. Initial survey / Survey where the data are collected from the google form survey that has been distributed to collect the response from the user based on the issue identified.

#### **Sampling Technique and Sample Size**

The intended population of this study included the customers of Onigiri Lemang. Random method was used for sampling. To determine sample size (n=40), Roscoe (1975) table was used.

### **3.6 METHOD OF COLLECTING DATA**

The primary data collection tool for the survey in this project is a questionnaire, which was distributed via Google Forms. The questionnaire consists of 3 main sections. For section A, the demographic variables and general question measured using nominal scale. The interval scale of consumer feedback of Onigiri Lemang measurement was applied in section B and consumer perception in section C. The respondents were asked to indicate their agreement or disagreement with each of the statement designed in section B and C utilizing a five-point Likert scale. The 5-point Likert scale questionnaire (1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree). All instruments were adopted from various literatures and modified for the purpose of to know purchase intention among respondent. The data was analyzed to obtain the descriptive analysis and then interpreting the results by using this rule of thumb: 4.30–5.00 (Very High), 3.50–4.29 (High), 2.70–3.49 (Moderate), 1.90–2.69 (Low), 1.00–1.89 (Very Low).

### **3.7 SUMMARY**

The development of the Onigiri Lemang product will be guided by the Design Thinking Process, ensuring that we achieve our product objectives with accuracy and precision. We will consider various factors, including consumer preferences and production feasibility, to avoid any shortcomings. Extensive research and careful implementation will be undertaken, particularly regarding ingredient selection and preparation techniques, to ensure the product's quality, taste, and authenticity. Gathering feedback from potential consumers through taste tests and surveys will be instrumental in refining the product's recipe, packaging, ensuring high demand and customer satisfaction upon its release.

## CHAPTER 4: RESULTS FINDINGS AND DISCUSSION

### 4.1 INTRODUCTION

This chapter will analyse collected data to evaluate products based on respondents' answers. The use of the Statistical Package for Social Science (SPSS) to help analyse collected data SPSS is a data management and analysis program that enables descriptive and inferential statistical procedures

### 4.2 SAMPLE AND PROFILE

The respondent's demographic profile, or samples, will include personal information. The questions include those about age, gender, race, occupation, and educational qualifications. The demographic samples of respondents are important because they provide information about their behaviour. This section assesses the sample's representativeness to the larger population. The table below displays the survey respondents' results.

Table 1: Profile of Respondent

Respondent's Demographic		Frequency	Percentage
Age	Under 18	4	10%
	18-24	26	65%
	25-34	5	12.5%
	35-44	4	10%
	45-54	1	2.5%
Gender	Male	15	37.5%
	Female	25	6.5%
Occupation	Student	28	70%
	Professional	6	15%
	Self-employed	4	10%
	Others	2	5%

Table 2: Survey Question

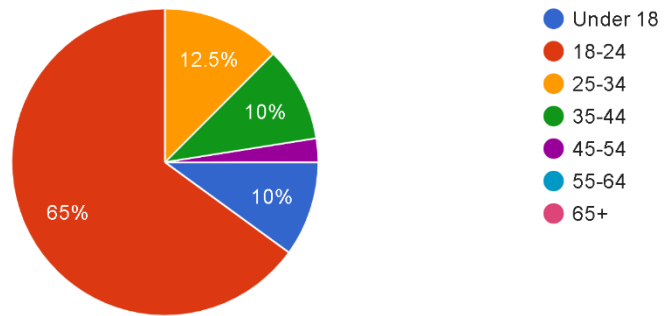


Questions	Respondent answers	Frequency	Percentage
How would you rate the overall taste of Onigiri Lemang?	1	0	0
	2	0	0
	3	0	0
	4	6	15%
	5	34	85%
How balanced do you find the flavors between the lemang (glutinous rice) and onigiri?	Very balanced	23	57.5%
	Somewhat balanced	13	32.5%
	neutral	3	7.5
	Very unbalanced	1	2.5%
How satisfied are you with the level of seasoning and spice in Onigiri Lemang?	Very satisfied	19	47.5%
	Satisfied	12	30%
	Neutral	8	20%
	Very dissatisfied	1	2.5%
What do you think of the texture of the Onigiri Lemang?	Very pleasant	22	55%
	Pleasant	14	35%
	Neutral	3	7.5%
	Very unpleasant	1	2.5%
How convenient do you find Onigiri Lemang as a quick snack or meal option?	Extremely convenient	20	50%
	Convenient	16	40%
	Somewhat convenient	3	7.5%
	Not convenient at all	1	2.5%
Would you be interested in buying Onigiri Lemang as an on-the-go meal option?	Yes, definitely	29	72.5%
	Maybe, if it's readily available	11	27.5%
How likely are you to purchase Onigiri Lemang regularly if it were available at your nearest convenience store or cafe?	Very likely	26	65%
	Somewhat Likely	11	27.5%
	Neutral	3	7.5%

What price range would you consider reasonable for a single serving of Onigiri Lemang?	RM 3-5	7	17.5%
	RM 6-8	29	72.5%
	RM 9-11	4	10%
Do you think Onigiri Lemang could be popular as a fusion snack in Malaysia?	Very likely	29	72.5%
	Likely	6	15%
	Neutral	5	12.5%

#### Age

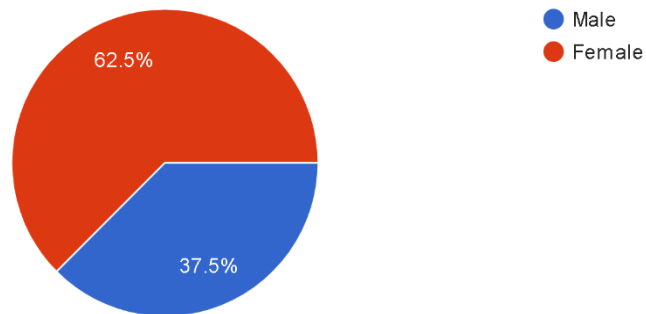
40 responses



**Figure 4.2: Pie chart 1**

Pie chart 1 shows the age distribution of the respondents. For the under 18 age group, there are 4 respondents (10%), for the 18-24 age group, there are 26 respondents (65%), for the 25-34 age group, there is 5 respondent (12.5%), For the 35-44 age group, there is 4 (10%) and for the 45-54 age group, there is 1 (2.5%). total number of respondents is 40.

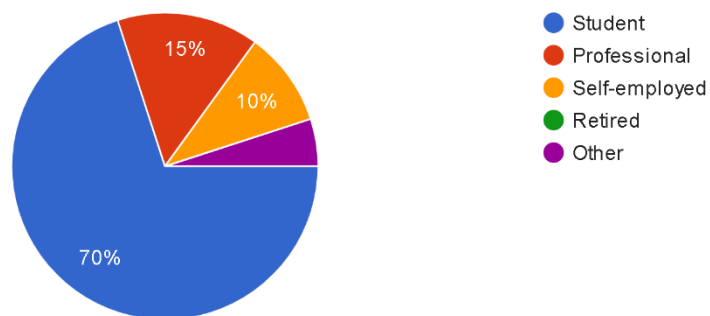
Gender  
40 responses



**Figure 4.2: Pie chart 2**

Pie chart 2 shows the gender distribution of the questionnaire respondents. There is a gap between the number of male and female respondents, with 15 males (37.5%) and 25 females (62.5%). The total number of respondents is 40.

Occupation  
40 responses

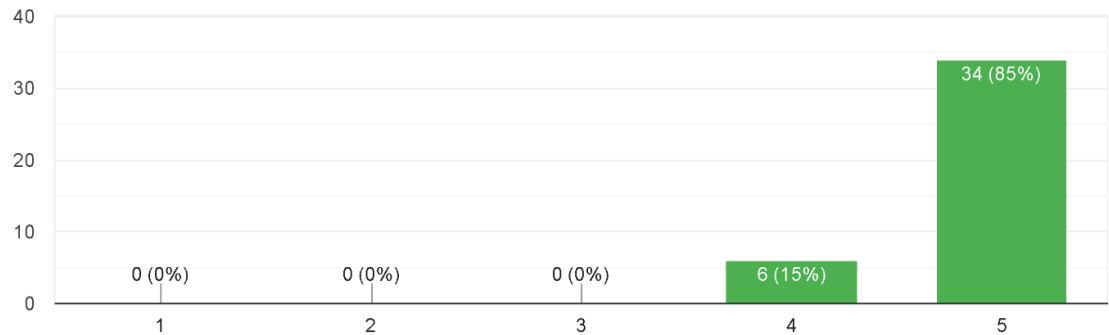


**Figure 4.2: Pie chart 3**

Pie chart 3 shows the occupation of the respondents. According to the data, 28 respondents (70%) are students, 6 respondents (15%) are professional, 4 respondents (10%) are self-employed, and 2 respondent (5%) is from other. The total number of respondents is 40.

How would you rate the overall taste of Onigiri Lemang?

40 responses

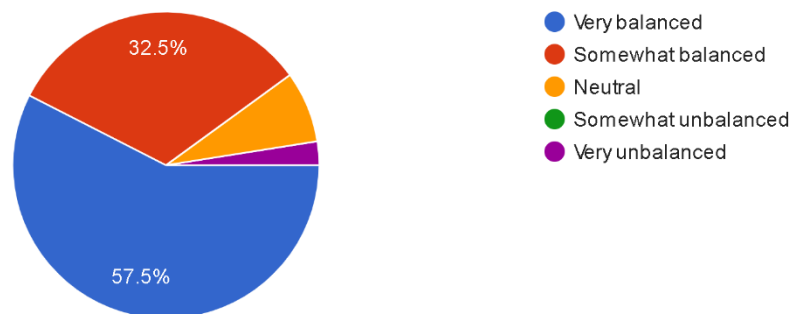


**Figure 4.2: Bar graph 4**

Bar graph 4 shows how would respondents rate the overall taste of Onigiri Lemang. According to the responses, 6 (15%) answered 4 rating, 34 (85%) answered 5 rating. The total number of respondents is 40.

How balanced do you find the flavors between the lemang (glutinous rice) and onigiri?

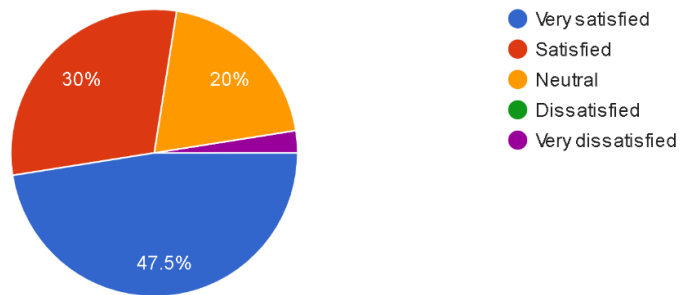
40 responses



**Figure 4.2: Pie chart 5**

Pie chart 5 shows how balanced do respondents find the flavours between the lemang and onigiri. According to the responses, 23 (57.5%) are 'very balanced', 13 (32.5%) are 'somewhat balanced', 4 (7.5%) is 'neutral', and 1 (2.5%) are 'very unbalanced'. The total number of respondents is 40.

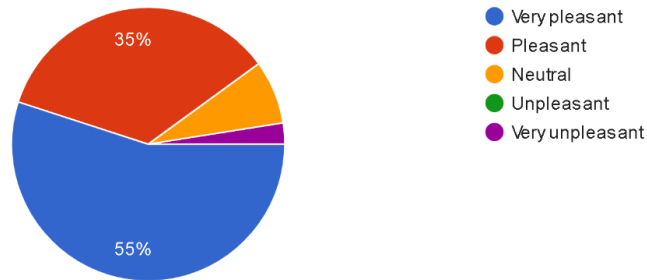
How satisfied are you with the level of seasoning and spice in Onigiri Lemang?  
40 responses



**Figure 4.2: Pie chart 6**

Pie chart 6 shows the responses to the question, 'How satisfied are you with the level of seasoning and spice in onigiri lemang?' According to the responses, 19 (47.5%) answered 'very satisfied', 12 (30%) answered 'satisfied', 8 (20%) and 1 (2.5%) answered 'very dissatisfied' The total number of respondents is 40.

What do you think of the texture of the Onigiri Lemang?  
40 responses

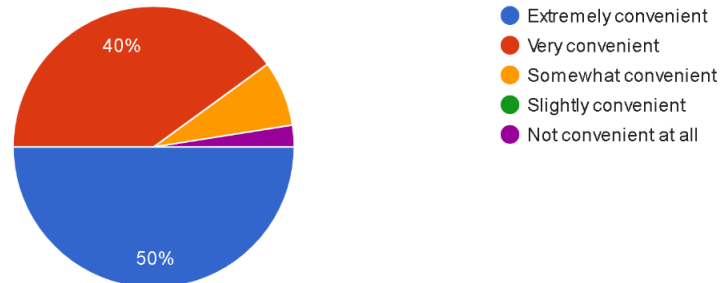


**Figure 4.2: Pie chart 7**

Pie chart 7 shows the responses to the question, 'What do you think of the texture of the onigiri lemang?' According to the responses, 22 (55%) answered 'very pleasant', 14 (35%) answered 'pleasant', 3 (7.5%) answered 'neutral', and 1 (2.5%) answered 'very

unpleasant'. The total number of respondents is 40.

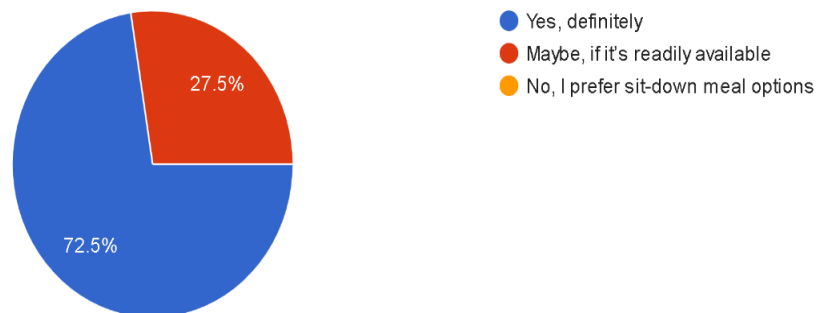
How convenient do you find Onigiri Lemang as a quick snack or meal option?  
40 responses



**Figure 4.2: Pie chart 8**

Pie chart 8 shows the responses to the question, 'How convenient do you find Onigiri Lemang as a quick snack or meal option?'. According to the responses, 20 (50%) are 'extremely,' 16 (40%) are 'very convenient', 3 (7.5%) are 'somewhat convenient' and 1 (2.5%) are 'not convenient at all'. The total number of respondents is 40.

Would you be interested in buying Onigiri Lemang as an on-the-go meal option?  
40 responses



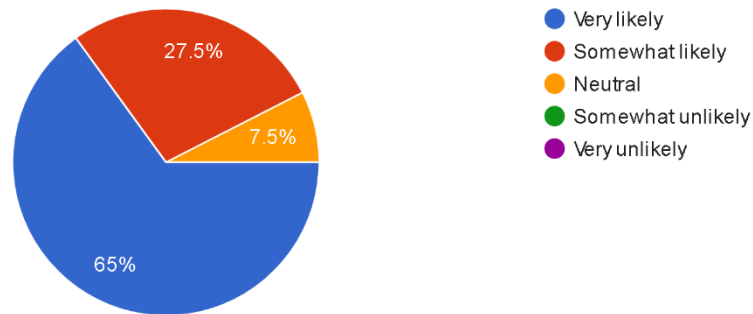
**Figure 4.2: Pie chart 9**

Pie chart 8 shows the responses to the question, 'Would you be interested in buying Onigiri Lemang as an on-the-go meal option?' According to the responses, 29 (72.5%) answered 'Yes, definitely' and 11 (27.5%) answered 'maybe, if it's readily available'. The

total number of respondents is 40.

How likely are you to purchase Onigiri Lemang regularly if it were available at your nearest convenience store or cafe?

40 responses



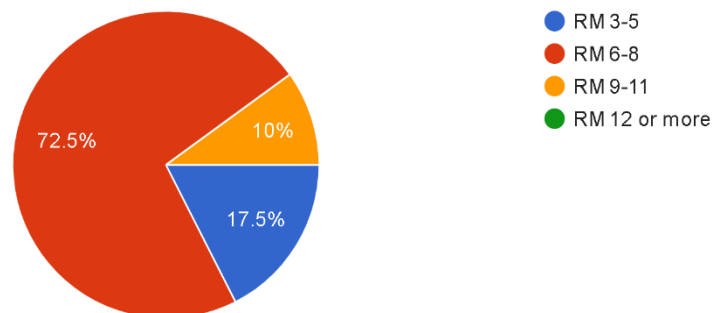
**Figure 4.2: Pie chart 10**

Pie chart 10 shows the responses to the question, 'How likely are you to purchase onigiri Lemang regularly if it were available at your nearest convenience store or café?'

According to the responses, 26 (65%) selected 'very likely', 11 (27.5%) selected 'somewhat likely' and 3 (7.5%) selected 'neutral.' The total number of respondents is 40.

What price range would you consider reasonable for a single serving of Onigiri Lemang?

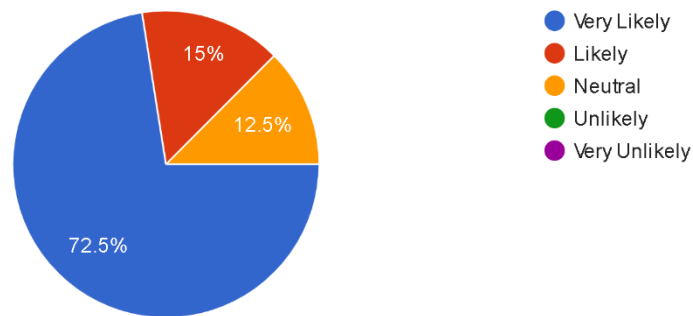
40 responses



**Figure 4.2: Pie chart 11**

Pie chart 11 shows the responses to the question, 'What price range would you consider reasonable for a single serving of Onigiri Lemang?' According to the responses, 29 (72.5%) selected 'RM6-8', 7 (17.5%) selected 'RM3-5' and 4 (10%) selected 'RM9-11.' The total number of respondents is 40.

Do you think Onigiri Lemang could be popular as a fusion snack in Malaysia?  
40 responses



**Figure 4.2: Pie chart 12**

Pie chart 11 shows the responses to the question, 'What price range would you consider reasonable for a single serving of Onigiri Lemang?' According to the responses, 29 (72.5%) selected 'RM6-8', 7 (17.5%) selected 'RM3-5' and 4 (10%) selected 'RM9-11.' The total number of respondents is 40.



### **4.3 DEFINE AND IDEATE**

#### **Define**

After empathizing with potential consumers, we conducted a pre-survey to gather data on their interest in a fusion dish combining Onigiri and Lemang. The survey revealed that a significant majority of respondents were intrigued by the idea and would be interested in trying such a fusion. They felt that combining the flavors and textures of these two dishes could result in a convenient, delicious, and unique food item that could be enjoyed on-the-go or as a daily meal option.

#### **Ideate**

Based on this feedback, we brainstormed solutions to establish Onigiri Lemang as a recognizable and accessible fusion dish on an international scale. We focused on creating a product that could be adapted for global markets, emphasizing convenience and appeal across diverse cultures. Our strategy includes offering pre-packaged Onigiri Lemang in stores. This would allow us to introduce the dish in different countries, leveraging its novelty while ensuring it fits into the fast-paced, on-the-go lifestyles of modern consumers. Our goal is to make Onigiri Lemang a globally recognized fusion dish that blends traditional flavors with modern convenience.

#### 4.4 PROTOTYPE

Prototyping is the process of testing an early version of the Onigiri Lemang packaging and taste with actual consumers. The goal of prototype testing is to evaluate the packaging design and flavor profile before full production begins, allowing us to uncover potential issues early on. This approach enables the creation of a product that satisfies consumer preferences and expectations, ensuring that the final packaging and taste deliver a unique and enjoyable dining experience.



**Figure 4.4 Pictures of Onigiri Lemang prototype**

## 4.5 TESTING

The Onigiri Lemang prototype underwent testing to assess its taste, presentation, and experience of eating onigiri leman. Before moving further with the implementation phase, testing was largely used to obtain user feedback and identify potential improvements. 10 participants took part in the Onigiri Lemang feedback process. The feedback grid shown below was used to categorize their responses.

The feedback grid is a 2x2 matrix with a light green background. The title 'FEEDBACK GRID' is centered in the middle. Each quadrant contains a title and a list of bullet points.

WHAT WORKED	WHAT COULD BE IMPROVED
<ul style="list-style-type: none"><li>• RECEIVED SATISFACTORY RESPONSE</li><li>• THE SHAPE AND TASTE OF THE FOOD MANAGED TO MAKE IT A POPULAR ATTRACTION</li><li>• BALANCED COCONUT AND SAVORY FLAVORS</li></ul>	<ul style="list-style-type: none"><li>• MADE THE FILLING MORE SPICIER FOR PEOPLE WHO LOVE SPICY FOOD</li><li>• CLEARLY LIST ALL THE INGREDIENTS TO ASSURE CONSUMERS OF THE PRODUCT AUTHENTICITY AND QUALITY</li></ul>
NEW QUESTION	NEW IDEA
<ul style="list-style-type: none"><li>• IS THE PRODUCT ORGANIC OR DOES IT CONTAIN ANY PRESERVATIVES?</li><li>• HOW CAN WE FURTHER EXPAND OUR PRODUCT TO THE WORLD?</li><li>• HOW CAN WE EXPAND DELIVERY TO THE WHOLE OF MALAYSIA?</li></ul>	<ul style="list-style-type: none"><li>• IMPROVE ECO-FRIENDLY PACKING</li><li>• ADDING MORE VARIOUS TYPES OF FILLING SUCH AS CHICKEN RENDANG AND BEEF RENDANG</li><li>• ADD DIPPING SAUCE PACKETS (SOY SAUCE OR SAMBAL-BASED DIPS)</li></ul>

**Figure 4.5 Feedback grid**

The prototype testing phase successfully revealed insights regarding the experience eating onigiri leman. Overall, participants considered the Onigiri Lemang to be a unique fusion of flavors that was enjoyable and easy to eat. However, participants noticed areas for improvement in the presentation and texture balance. Participants used the feedback grid to indicate both positive elements and areas for improvement.

#### 4.6 DESIGN AND DEVELOP

The design and development of Onigiri Lemang is a systematic process aimed at creating a delicious and culturally resonant dish that combines the elements of traditional onigiri with lemong. The initial concept will be refined into a detailed recipe that incorporates graphic elements, such as presentation techniques and packaging, to enhance the overall appearance of the dish.

The dish's composition will be primarily based on the foundational elements of both onigiri and lemong, ensuring consistency and familiarity for those who appreciate these cultural cuisines. This iterative process allows for the continuous refinement and improvement of the dish's flavor and presentation while preserving the essential characteristics of both culinary traditions.

##### **Design the logo for Onigiri Lemang**



**Logo Onigiri lemong**

The logo for Onigiri Lemang will be prominently placed on the front of the packaging, ensuring high visibility and helping to attract customer attention.



A logo indicating **serunding ayam** (chicken floss) will be placed on the back of the packaging to clearly identify the flavor of the Onigiri Lemang.



A logo for **serunding daging** (beef floss) will be placed on the back of the packaging to clearly identify the flavor of the Onigiri Lemang.

This phase involves creating the logo for the Onigiri Lemang, which be accomplished using Canva. The design of the logo is significant, as it serves as the first impression for potential customers. An appealing and visually striking logo will attract attention and encourage customers to try the dish.

## **Recipe Development**

The high-fidelity prototype served as a reference for the Onigiri Lemang recipe. Taste tests were conducted with diverse groups, and based on the feedback received, the seasoning and presentation were adjusted to refine the overall dish.

The ingredients for Onigiri Lemang include a base of glutinous rice, which is essential for the lemang. For flavoring, coconut milk, banana leaves, and salt are used to enhance the dish's taste. Various fillings can be incorporated, such as chicken floss, beef floss, chicken rendang, beef rendang, depending on personal preference. To ensure authenticity and improve presentation, nori (seaweed) are utilized for wrapping.

The cooking method begins by soaking the rice in coconut milk and little bit of salt and then cooking it until fluffy while wrap it with banana leaves. Once the rice is prepared, it is shaped into onigiri forms and filled with the chosen fillings. Optionally, the rice can be wrapped in nori (seaweed) to add flavor and enhance the dish's presentation.

#### 4.7 RELIABILITY OF MEASUREMENT

Based on Sekaran in 2003, descriptive statistics can be utilized to give a brief overview of data.

This table makes it much easier to figure out the distribution and central tendency of the variable. This Data is important for deeper data analysis and interpretation.

Mean Score	Interpretation
4.30 to 5.00	Very High
3.50 to 4.29	High
2.70 to 3.49	Moderate
1.90 to 2.69	Low
1.00 to 1.89	Very Low

Items	Mean	Standard Deviation	Level
1. How would you rate the overall taste of Onigiri Lemang	4.85	0.36	Very high
2. How balanced do you find the flavors between the lemang (glutinous rice) and onigiri	4.50	0.64	Very high
3. How satisfied are you with the level of seasoning and spice in Onigiri Lemang	4.27	0.78	High
4. What do you think of the texture of the Onigiri Lemang	4.53	0.64	Very high

**Table 4.8 Descriptive Statistic for Consumer feedback for Onigiri Lemang**

The Onigiri Lemang received overwhelmingly positive feedback from consumers, with an average rating of 4.85 for its overall taste. This indicates that the fusion of Japanese and Malaysian flavors was well-received. The balance of flavors between the glutinous rice of lemang and the savory fillings of onigiri was also highly appreciated, with a mean score of 4.50. This suggests that the combination of sweet and savory elements was successfully executed. Consumers were satisfied with the level of seasoning and spice in the Onigiri Lemang, rating it a high 4.27. This suggests that the seasoning was balanced and flavorful, enhancing the overall taste experience. Finally, the texture of the Onigiri Lemang was rated very highly with a mean score of 4.53. This indicates that the combination of the soft, chewy texture of lemang and the firm, molded shape of onigiri was well-received.

<b>Items</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Level</b>
1. How convenient do you find Onigiri Lemang as a quick snack or meal option	4.45	0.60	Very High
2. Would you be interested in buying Onigiri Lemang as an on-the-go meal option	4.58	0.64	Very High
3. How likely are you to purchase Onigiri Lemang regularly if it were available at your nearest convenience store or cafe?	4.58	0.64	Very High
4. Do you think Onigiri Lemang could be popular as a fusion snack in Malaysia?	4.60	0.71	Very High

**Table 4.8.1 Descriptive Statistic for Consumer preceptions for Onigiri Lemang**



The Onigiri Lemang proved to be a convenient and desirable food option. Consumers rated its convenience as a quick snack or meal highly, with a mean score of 4.45. This suggests that the product aligns well with modern lifestyles, offering a quick and satisfying meal solution. Furthermore, consumers expressed strong interest in purchasing Onigiri Lemang as an on-the-go option, with a mean score of 4.58. This indicates that the product has the potential to be a popular choice for busy individuals seeking a portable and tasty meal. The high likelihood of regular purchase (mean score of 4.58) suggests that Onigiri Lemang could become a staple choice for many consumers if it were readily available at convenience stores or cafes. This indicates strong potential for repeat purchases and a loyal customer base. Finally, consumers' belief in the popularity of Onigiri Lemang as a fusion snack in Malaysia (mean score of 4.60) suggests that the product has the potential to appeal to a wide range of consumers and become a trendsetter in the local food scene. This positive perception highlights the product's potential to capture a significant market share.

#### **4.8 SUMMARY**

The survey results indicate that the traditional fusion of Onigiri Lemang is perceived as a highly enjoyable and innovative culinary experience. Consumers appreciate its unique blend of flavors, combining the familiar Japanese onigiri with the traditional Malaysian lemongrass.

The dish is valued for its cultural significance, creativity, and satisfying taste. Introduced in August 2023, the fusion dish has gained popularity and been well-received, demonstrating its success as a novel food concept. Key aspects, such as the harmonious blend of sticky rice and rich fillings, appealing presentation, and traditional preparation methods, contribute to its positive reception. The overall satisfaction level is high, as reflected by consistent positive feedback.

In conclusion, this fusion dish enhances the appreciation of cross-cultural culinary innovations. Continuous attention to feedback and potential variations will help sustain this positive reception and may introduce new flavor combinations to cater to diverse preferences.

## **CHAPTER 5 CONCLUSION AND RECOMMENDATION**

### **5.1 INTRODUCTION**

This section provides a brief overview of the conclusion, recommendations, and limitations of the Onigiri Lemang project. This ensures that the development of Onigiri Lemang has met the objectives and goals established. The limitations encountered during the project will be addressed, and recommendations for further improvements to enhance the Onigiri Lemang experience in the future will be concluded.

### **5.2 CONCLUSION**

The goals for the final year project, "Onigiri Lemang," have been successfully met by addressing the primary challenges associated with traditional methods of preparing this unique fusion dish. The necessity for this product arose from the difficulties people encounter in finding convenient, flavorful, and authentic versions of Lemang, especially in areas where Lemang not popular or well-known.

The Onigiri Lemang has undergone rigorous testing with participants who were previously interviewed for this project. Their overwhelmingly positive feedback from personalized questionnaires confirmed that the dish meets the demand for a convenient, delicious, and culturally rich culinary experience. Onigiri Lemang effectively preserves the unique flavors and benefits of traditional onigiri and lemang while offering practicality for modern consumers.

Throughout the project, several obstacles were encountered and addressed, resulting in valuable insights into problem-solving and resilience. The success of this dish is attributed to extensive research, thorough testing, and a commitment to continuous improvement. Onigiri Lemang is ideal for individuals seeking an easy and reliable way to enjoy this fusion delicacy, appealing to both culinary professionals and home cooks alike.

In conclusion, the affordability and convenience of Onigiri Lemang encourage customers to invest in a product that simplifies the process of enjoying this traditional fusion dish.

### 5.3 RECOMMENDATIONS

The Onigiri Lemang project stands to gain significantly from a series of strategic recommendations aimed at enhancing its development and market acceptance. First and foremost, establishing partnerships with local suppliers is crucial for sourcing high-quality glutinous rice and coconut milk, as these ingredients are fundamental to the authenticity and flavor of the dish. By ensuring a consistent supply of these key components, the project can elevate the overall quality, making it more appealing to consumers who value authentic culinary experiences.

Additionally, to address the technical challenges associated with shaping onigiri and preparing lemong, offering workshops or online tutorials can empower novice cooks with the necessary skills and confidence. This initiative not only broadens the potential user base but also fosters a community of enthusiasts who appreciate the intricacies of this fusion dish.

Furthermore, engaging in market research to understand consumer preferences regarding fusion cuisine is essential; collaborating with culinary experts and cultural ambassadors can help tailor the product to resonate with both traditionalists and adventurous eaters alike. Resource allocation is another critical aspect; seeking funding or grants specifically aimed at culinary innovation can provide the financial support needed to develop a mobile application that offers recipes, cooking tips, and community engagement features, thereby enhancing user experience.

Implementing a feedback loop through taste tests and surveys with target audiences will yield valuable insights into consumer preferences, allowing for continuous improvement in both flavor and presentation. Lastly, a comprehensive marketing strategy that highlights the unique aspects of Onigiri Lemang such as its blend of Japanese and Malaysian culinary traditions can effectively create buzz around the product. Utilizing social media platforms to reach a broader audience will further amplify its visibility and appeal. By addressing these multifaceted areas, the Onigiri Lemang project can significantly enhance its viability, market presence, and overall success in the competitive culinary landscape.

## 5.4 LIMITATION OF THE PROJECT

The Fusion Good Onigiri Lemang project faced several limitations. Firstly, sourcing the right type of rice was challenging, as the quality significantly affects the texture and integrity of the onigiri. Additionally, the complexity of achieving the perfect shape required practice, which could deter novice cooks. Furthermore, the fusion concept may not appeal to traditionalists who prefer authentic versions of either dish. Lastly, developing a mobile platform for recipes and tips requires technical resources and expertise, which may be a constraint for future expansion efforts. The Fusion Good Onigiri Lemang project encountered several limitations. Key challenges included:

1. **Ingredient Sourcing:** Sourcing high-quality ingredients is crucial for both onigiri and lemang. The project requires glutinous rice, coconut milk, and specific seasonings that significantly impact the flavor and texture of the final dish. Difficulties in obtaining authentic ingredients can lead to inconsistencies, affecting the overall quality and customer satisfaction. For example, using inferior rice may result in a less sticky texture, which is essential for both dishes.

2. **Technical Skills:** Creating onigiri requires specific techniques for shaping and achieving the right consistency. This skill set may deter novice cooks who lack experience, making it challenging to reach a broader audience. If potential users find the process too complex or intimidating, they may opt for simpler alternatives, limiting market penetration.

3. **Cultural Acceptance:** The fusion of onigiri and lemang may not resonate with traditionalists who prefer authentic versions of either dish. This cultural resistance can limit the appeal of the product among certain demographics, particularly those deeply rooted in their culinary traditions. For instance, purists might view the combination as a dilution of their cultural heritage, which could lead to negative perceptions.

4. **Resource Constraints:** Developing a mobile platform for recipes and cooking tips requires significant technical expertise and financial resources. Limited access to these resources can

hinder future expansion efforts and the ability to engage with a tech-savvy audience. Without a robust digital presence, the project may struggle to attract users seeking convenience and accessibility in their cooking experiences.

## **5.5 SUMMARY**

In summary, our research for the Onigiri Lemang project led to the identification of key constraints and the formulation of actionable recommendations. This initiative resulted in the creation of a unique dish that combines traditional onigiri with lemongrass, providing a delightful culinary experience. Feedback from taste testers has been overwhelmingly positive, highlighting the innovative fusion of flavors and the convenience this dish offers to modern diners. Looking ahead, we envision expanding this concept into a mobile platform that will allow users to access recipes and cooking tips anytime and anywhere, thereby promoting culinary creativity and making diverse cooking experiences more accessible to all.

## REFERENCES

Bandar Seri Begwan, B. A. (2009). "'Lemang' stalls are found everywhere."

Lewis McNamee, G. (2024, October 2). Onigiri. In Encyclopædia Britannica. Retrieved from <https://www.britannica.com/topic/onigiri>

Nazihah, A. N. (2023, October 3). Hidangan tradisional yang popular: Ketahui ada 5 jenis lemang yang unik di Malaysia [Popular traditional dishes: Discover 5 unique types of lemang in Malaysia]. I Love Borneo. Retrieved from <https://www.iloveborneo.my/hidangan-tradisional-yang-popular-ketahui-ada-5-jenis-lemang-yang-unik-di-malaysia/>

Octavia, F. A. (2017). Consumer acceptance of ready-to-eat lemang variations. *Food Research International*, 99(Pt 2), 920-927. <https://doi.org/10.1016/j.foodres.2017.06.024>

Student Project Handbook (Diploma Programme). (2021). A Malaysian Polytechnic, Ministry of Higher Education.

Suvannasankha, E. (2024, October 2). The ultimate guide to onigiri fillings. ByFood. Retrieved from <https://www.byfood.com/blog/travel-tips/onigiri-fillings-guide>

Tokyo Restaurant Guide. (2024, October 2). Onigiri: Japanese rice balls. Retrieved from <https://restaurants-guide.tokyo/column/onigiri-rice-balls/>

Tomioka, C. (2023, October 2). How to make onigiri: The perfect triangle for every bento box. Epicurious. Retrieved from <https://www.epicurious.com/expert-advice/how-to-make-onigiri-japanese-rice-balls-article>

Tourism Malaysia. (2014, October 2). [Photo of Lemang]. Facebook. Retrieved from <https://www.facebook.com/photo.php?fbid=662256183851679&id=130280927049210&app;set=a.130282730382363>

Yovani, T. (2019, October 2). Lamang tapai: The ancient Malay food in Minangkabau tradition.

Sonjaya, A. M., Pratama, M., & Rahmania, T. (2021). The potential of lemang as a functional food. Atlantis Press. Retrieved from <https://www.atlantis-press.com/article/125967664.pdf>

## **APPENDICES**

### **APPENDIX A: GANTT CHART**