







S-nergy Bite: Sunnah Supplement Food with Chocolate Chip

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Abstract: *S-nergy Bite with chocolate chip is a delicious energy bite consisting of sunnah food ingredients. Sunnah diet, as taught by Prophet Muhammad (p.b.u.h) greatly improves individuals health and overall physical and spiritual life. Consumption of sunnah food has become the latest trend due to a high demand among parents who adopt a healthy diet lifestyle. The idea of a ready-to-eat, portable, nutritious meal that does not need to be heated up or cooked before consumption is one of the most useful ways for children who live in cities to receive supplemental functional food. Therefore, it is crucial to produce foods with functional properties that can increase brain function and offer energy while also being healthful. So, this study focuses on the innovation of sunnah supplement food with chocolate chips. The perceptions of the 60 respondents confirmed that children are in-favor of sunnah food, with preferences of dates, honey, raisins, fig, and olive. Majorities of the respondents agreed with the idea of innovating supplement food with the addition of sunnah ingredients. High assurance is shown by the respondents in related to the purchase of this innovated supplement food if it is marketed. These data are used as references for final touch of S-nergy Bite to ensure its quality. To support the pursuit of sustainability, S-nergy Bite is packed with recyclable colorful wrapper usable for jotting messages or creating origami shapes and figurines. Today, it can be observed that replacement towards sunnah ingredients food preparation is slowing gaining attention due to health advancements. In short, sunnah food has slowly replaced ingredients of most food preparation processes. S-nergy Bite has significant opportunities to capture not only the Malaysia market but the international market as well. This product will meet new demands from all walks of life because of technology advancement in health awareness.*

Keywords: sunnah; supplement food; chocolate chip.



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1. INTRODUCTION

*“Eat of the good, lawful things provided to you by Allah. And be mindful of Allah in Whom you believe”
Juz 7: 143*

Be energetic with one sunnah bite. Sunnah foods are recommended by the Prophet and honey, dates, figs are some of the examples. Sunnah foods were introduced in numerous teachings of Prophet Muhammad (p.b.u.h) as the catalyst that greatly improves individual’s health and overall life (Basir et. al., 2016; Ishak et al., 2013).

The World Health Organization (2004) has been encouraging the creation of novel food products that represent consumers' access to wholesome options. Since the pandemic situation, customers have been in-favour of functional foods that are good for the body and support a healthy lifestyle while also being easy to store, handle, and consume (Singh et al., 2022). The idea of a ready-to-eat, portable, nutritious meal that does not need to be heated up or cooked before consumption is one of the most useful ways for children who live in cities to receive supplemental functional food. Therefore, it is crucial to produce foods with functional properties that can increase brain function and offer energy while also being healthful (Muhamad et al., 2021). As a supplement food, S-nergy Bite with chocolate chip is full of nutrients, high in protein, and has healthy carbs, fats, and fibre. It helps to support lean muscle mass, provides you with a sufficient energy boost, and aids weight control. S-nergy Bite is designed with round shape as quick snack on the go! Just take one bite and you are ready to explode your energy.

2. METHOD & MATERIAL

Initially, S-nergy Bite with chocolate chip was created, taking into consideration the supplement food preferences identified among children, especially those in-favour of chocolate. The Sunnah Supplement Food Evaluation Questionnaires were shared via online platform with 60 guardians of children. Data collected were statistically analysed using IBM SPSS Statistics.

3. FINDINGS

Of the 60 respondents, most of them have responsibilities over three children. As displayed in Figure 1, most respondents (93.3%) confirmed that their children are sunnah food lovers. The sunnah foods of choice are dates, honey, raisins, fig, and olive, as shown in Figure 2. Most respondents (96.7%) agreed with the idea of innovating supplement food with the addition of sunnah ingredients. Most of them (95%) have an interest to purchase this innovated supplement food if it is marketed.



Figure 1. Preference of children towards sunnah food

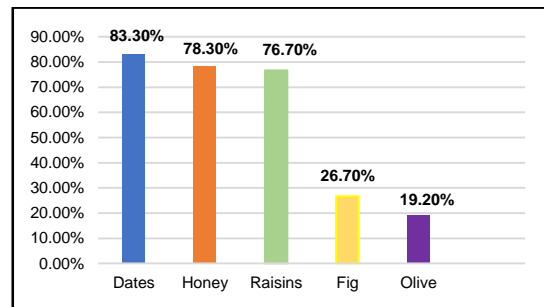


Figure 2. Preferences of sunnah food ingredients



Figure 3. Preference of guardians on addition of sunnah food ingredients in children’s supplement food



Figure 4. Preference of guardians on the purchase of the children’s innovated supplement food if available in the market

4. DISCUSSION

According to the report developed by WHO Multicentre Growth Reference Study Group in 2006, children's growth was more influenced by differences in nutrition, surroundings, and healthcare than genetics and race. In this study, survey identified children as sunnah food lovers. This is a good healthy sign, as according to Basir et al. (2016) and Ishak et al. (2013), sunnah food is a catalyst that greatly enhances individual’s health and overall life.

Findings identified the children’s preference of sunnah ingredients as dates, honey, raisins, fig, and olive. These sunnah foods made up the wholesome foods required by children in their food diet, as encouraged by the World Health Organization (2004) who inspires the creation of novel food

products that represent consumers' access to wholesome options. Milk, fruits (dates, grapes, and figs), and honey are all highly wholesome foods that makeup Prophet Muhammad's (p.b.u.h.) diet (Latif & Rahman, 2022). Fruits are rich in natural fibre, which is crucial for avoiding constipation, vitamin A, which is crucial for vision, sugar, vitamins, minerals, and water, all of which are necessary for a healthy body (Slavin & Lloyd, 2012). The high sugar content of honey produces a high osmotic pressure that is unfavourable to bacterial growth and multiplication, which relates to osmolarity (Aggad et al., 2014). These findings were used as references for final touch to ensure the quality of S-nergy Bite.

Findings also recorded a high encouraging response from most respondents on the idea of innovating supplement food with addition of sunnah ingredients. This shows that parents have a good understanding on the benefits of sunnah foods as a catalyst that greatly enhances children's health and overall physical and spiritual, as stated by Basir et al. (2016) and Ishak et al. (2013). In fact, most of them intended to purchase this innovated supplement food if it is marketed. All these findings were used as references for final touch to ensure the quality of S-nergy Bite with chocolate chip as a sunnah supplement food.

In supporting the process of sustainability, S-nergy Bite has been packed using recyclable colourful wrapper. These recyclable colourful wrappers are usable for writing short notes and for making origami shapes and figurines. Consumers are provided with the instructions on making of origami shapes and figurines which could be found on the package.

5. CONCLUSION

S-nergy Bite with chocolate chip will meet new demands from all walks of life because of technology advancement in health awareness. The findings of customers' preferences towards supplement sunnah food shed new lights to understand the food market characteristics that contributes to customers selection of healthy supplement food in the food products business. Thus, it contributes to the growing understanding of supplement food business as a basis to implement better provisions of healthy sunnah food strategies, especially in leading a healthy diet lifestyle. The line of marketing for S-nergy Bite could be expanded by providing varieties of flavour range, as demanded in trend from the aspects of demographics, cultures, social, and economy.

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