

## The Analysis of Croissants, Lovely Bread from Lovely Heart Students at Politeknik Pariwisata Bali

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### ABSTRAK

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Penelitian ini bertujuan untuk mempelajari pengalaman membuat kue croissant. Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Metode penelitian kualitatif diarahkan untuk mendapatkan pemahaman yang mendalam tentang fenomena dari sudut pandang subjek yang terlibat. Metode-metode ini, seperti wawancara mendalam, observasi partisipan, dan tinjauan literatur, umumnya digunakan. Wawancara mendalam menggali diskusi komprehensif dengan responden untuk memahami perspektif mereka secara menyeluruh, sementara observasi partisipan melibatkan keterlibatan langsung untuk memahami dinamika suatu situasi. Sementara itu, tinjauan literatur mengkaji sumber-sumber terkait untuk memahami pengetahuan yang ada tentang croissant, di samping hambatan dan prospek kemajuannya. Singkatnya, croissant disukai karena rasanya yang lezat, mudah beradaptasi, dan menarik bagi konsumen yang lebih muda. Kepatuhan mereka terhadap teknik produksi tradisional, warisan Prancis, dan langkah-langkah kontrol kualitas yang ketat menggarisbawahi keaslian dan pemujaan yang meluas. Dengan kemampuannya untuk memenuhi beragam preferensi dan penampilan visual yang mencolok, croissant tetap menjadi pastris yang dicintai dan dinikmati banyak orang.

*Kata Kunci: Analisis, Roti, Croissant, Mahasiswa*

### ABSTRACT

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This research aims to study the experience of making croissant pastries. It is a qualitative study with a phenomenological approach. Qualitative research methods are geared towards gaining a profound understanding of phenomena from the viewpoint of the subjects involved. These methods, such as depth interviews, participant observation, and literature review, are commonly used. Depth interviews delve into comprehensive discussions with respondents to grasp their perspectives thoroughly, while participant observation involves direct engagement to comprehend the dynamics of a situation. Meanwhile, literature review examines pertinent sources to grasp the existing knowledge regarding croissants, alongside the obstacles and prospects for their advancement. In summary, croissants are cherished for their delectable taste, adaptability, and appeal to younger consumers. Their adherence to traditional production techniques, French heritage, and strict quality control measures underscore their authenticity and widespread adoration. With their capacity to cater to varied preferences and visually striking appearance, croissants remain a beloved pastry enjoyed and crafted by many.

*Keywords: Analysis, Bread, Croissant, Student*

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### INTRODUCTION

Croissant is a legendary pastry shaped like a crescent moon and layered. This unique pastry actually originates from Vienna, Austria, known as Kipferl, but in France, people call it Croissant. In its city of origin, this pastry is not made from layered pastry dough like croissants, but it is famous as a filling and delicious bread because it is made from flour, butter, eggs, and yeast dough just like regular bread. This crescent-shaped Croissant pastry has a crispy texture and appears dry on the outside, but thinly layered and soft on the inside. This is because the dough is rolled repeatedly with flour to create multiple layers in its texture. Croissant pastries can be served with various fillings like

chocolate, fruits, nuts, or simply plain baked (Maligan *et al.*, 2018). Its savory flavor makes this unique pastry perfect to enjoy with a cup of coffee.

The popular croissant we know today is actually inspired by Kipferl, a crescent-shaped bread from Austria made with butter and sprinkled with powdered sugar and almonds on top. According to the evolving story, Kipferl was originally created in 1683 to celebrate the victory of the Austrian empire over the Ottoman Turkish forces that previously occupied Vienna, Austria. It is said that the crescent shape was inspired by the crescent moon symbol on the Ottoman soldiers' flag. However, there are also historical records mentioning that Kipferl existed even before the Ottoman attack on Austria. Additionally, there are historical notes stating the presence of Kipferl in France began with a former Austrian soldier named August Zang, who opened the Viennese Bakery (Boulangerie Viennoise) in Paris, France in 1839. Zang focused on making various Viennese bread and pastries and introduced a flaky pastry shaped like a crescent moon called Croissant (French) or meaning Crescent. It's delicious taste also led many French people to imitate this pastry.



Figure 1. Croissants by Dela Pramesti

It is also mentioned that the Queen of France, Marie Antoinette, contributed to making this pastry even more popular in France. Before becoming the Queen of France, Antoinette, who was then a 15-year-old princess from Austria betrothed to the Crown Prince of France, often longed for her homeland and would request Kipferl bread to alleviate her longing and sadness. Over time, Kipferl evolved from a sweet bread dough to a crispy French pastry dough. Since then, Croissant has become widely known and popular in France, even becoming a staple breakfast item. Now, the crescent-shaped pastry is also available in frozen form and sold in supermarkets. Frozen croissants were initiated by an American company named Sara Lee, which introduced frozen croissants for the first time in 1981 (Habsyi *et al.*, 2023).

Researching croissants holds significant importance for several reasons. Studying croissants is crucial, as croissants is a part of cultural heritage, investigation for culinary innovation, as global cultural influence, health and nutrition aspects, food industry and business. Croissants are an essential part of French and European culinary heritage. By researching them, we can learn more about their history, traditional production techniques, and their role in French and European culture. Studying croissants allows researchers to explore new innovations in bread-making and the development of different croissant variations. This may include the use of new ingredients, more efficient production techniques, or the development of unique flavors and textures. While croissants

originated in France, their popularity has spread worldwide. Researching them helps us understand how croissants adapt to different cultures and how their influence extends into global cuisine.

Research on croissants may also include health and nutrition aspects. By understanding the composition of ingredients and production techniques, we can evaluate the nutritional value of croissants and identify ways to improve their nutritional content. Researching croissants also has economic implications, especially in the food and beverage industry. This research can help bread manufacturers and chefs improve their product quality, develop more effective marketing strategies, and adapt their products to changing consumer preferences. Understanding the importance of researching croissants, deliver us to appreciate their significant role in global culinary culture and identify opportunities for future innovation and development. This description deliver the novelty of this research, in preserving cultural heritage, encouraging culinary innovation, understanding global influence, addressing health and nutrition, and as insight of boosting industry growth.

Croissants are integral to French and European culinary traditions. Transfer information and skill to the young generation will make a preserving cultural heritage. This research enables the exploration of new croissant variations and techniques. Croissants' worldwide popularity highlights their cultural adaptability and influence. Research helps evaluate croissants' nutritional content and potential improvements. This research will become insight of boosting industry growth, as research aid in enhancing product quality and marketing strategies in the food industry.

## LITERATURE REVIEW

A comparative study by Kim et al. (2016) showed physical characteristics and consumer acceptance of croissant prepared with different fats. This study showed different fats influence physical characteristics of croissants. Consumer had different acceptance towards different physical characteristics on croissants. The bakers need to handle the preparation dan making croissant carefully. The effects of baking conditions on croissant quality through sensory and rheological studies. This is the result of Smith research that baking conditions impact croissant quality. Garcia, M., et al. (2019) analyzes the influence of dough preparation techniques on croissant texture and structure. Garcia said dough preparation techniques had influenced on croissant texture and structure. This description explained the high-quality standard implementation on croissants production.

The research uses a conjoint analysis approach by Nguyen et al. (2020) explained consumer preferences for croissant variants. This research employs a sophisticated analytical framework to investigate the nuanced nuances and factors influencing consumers' choices and inclinations towards different types of croissants, thereby providing valuable insights for businesses and industries catering to the pastry market. The research findings from these journals provide deep insights into various aspects of croissants, including their physical characteristics, quality influenced by baking conditions, dough preparation techniques, and consumer preferences for croissant variants (Indra and Rukmayadi, 2019), and (Habsyi *et al.*, 2023).

Kipferl is the Ancestor of Croissant. Kipferl is an authentic Austrian bread made with denser dough yet remains soft, unlike Croissant which is more crunchy. Its crescent

shape further solidifies its position as the ancestor of Croissant. Croissant is not Originating from France. The recipe for this crispy textured Croissant pastry was originally created in Vienna, Austria in the 17th century (Chairunnisa, Febriana and Yulianti, 2022). It was then introduced to France around the 18th century. The French even refer to Croissant as "Viennoiserie" meaning goods from Vienna, indicating that this pastry did not originate from France but rather from Austria.

Croissant as a type of pastry, not a bread. Pastry is a cake made from ingredients with high-fat content, resulting in a layered and flaky texture. Pastry is also classified into 3 types: paste pastry, puff pastry, and short pastry. Now, Croissant as we know it falls under puff pastry as it is made through the process of folding and rolling the dough repeatedly to create layers. The introduction of making croissants using puff pastry was done in France (Maligan *et al.*, 2018).

## METHODS

The method used are descriptive, with qualitative approach. Qualitative research methods aim to understand phenomena deeply from the subjects' perspective. Common methods include depth interviews, participant observation, and literature review. Depth interviews involve in-depth discussions with respondents to understand their views comprehensively. Participant observation entails direct involvement in a situation to grasp its dynamics (Claresta and Purwoko, 2017). Literature review analyzes relevant sources to understand existing knowledge of croissants, as well as the barriers and opportunities for its development. The respondents were expert instructor at Politeknik Pariwisata Bali. The instruments of interview includes the process of making croissants, the ingredients, the culture phenomenon, and the opportunities in market segmentation of produce croissants (Trisnasari and Qur, 2022).

## RESULT AND DISCUSSION

Croissants are beloved for several reasons, including their uniqueness and authenticity:

### **A. Uniqueness: Includes Flaky Texture, Buttery Flavour, Versality, Aesthetic Appearance, And as Symbol of French Cuisine.**

Croissants has flaky texture, because croissants are renowned for their delicate, flaky texture, achieved through a labor-intensive process of layering butter within the dough, resulting in a pastry that is crispy on the outside and soft and airy on the inside.

Croissant has buttery flavor: The generous amount of butter used in croissant dough gives them a rich and indulgent flavor, making them a decadent treat enjoyed by many. This description support Lin theory (2018), the taste and flavor of food significantly influence consumer preferences, especially among young generations like Gen Z. The rich and buttery taste of croissants had impacted their appeal to Gen Z students (Trisnawati, Octavia and Carrollina, 2023). They found that gen Z prefer to choose croissant because of the taste and the flavor.

Versatility: Croissants can be enjoyed in various ways, whether eaten plain as a breakfast pastry, filled with sweet or savory fillings, or used as a base for sandwiches or desserts. Their versatility makes them suitable for any time of the day. This description support Wilk theory (2016),

mention croissants is a versatility product because it can be filled or topped with various ingredients, appealing to diverse tastes. In a study by Richard C. Wilk (2016), said that the variation and flexibility of a product in meeting consumer preferences can be a crucial factor in its appeal. The ability of croissants to be filled or topped with various ingredients can attract a diverse range of consumer tastes (Hardi Purba *et al.*, 2018). Wilk (2016) explored the role of variability and flexibility in consumer preferences, such as young generation.

**Aesthetic appearance:** Croissants has an aesthetic appearance. This is linkable with Pink theory (2019). Croissants' aesthetic appearance makes them highly shareable on social media platforms, such as Instagramable impact. Based on research by Sarah Pink *et al.* (2019), the visual beauty and aesthetics of a product can influence sharing behavior on social media. This explained the aesthetic appearance of croissants makes them suitable for sharing on social media platforms like Instagram. Pink *et al.* (2019) explored the visual aesthetics and social media sharing.

**Symbol of French Cuisine:** Croissants are an iconic symbol of French cuisine and culture, representing the artistry and craftsmanship of French bakers. Their association with France adds to their allure and appeal. This description support Willersdorf research. According to Sarah Willersdorf and Colin Shaw (2015), consumer trends among young generations tend to be influenced by the popularity and "in" perception of a product (Praseptiangga, Nabila and Muhammad, 2018). Croissants being popular among young consumers reinforce the view that this product has strong appeal in the current market. Willersdorf *et al.* (2015) found that the power of young generation to promote and to produce the product, such as croissant as trending product. And croissant as symbol of French cuisine made it popular among the young generation.

#### **B. Authenticity: Croissant Use a Traditional Production Methods, As French Origin Product, Croissant Is a Symbol of Craftmanship Pride, And Has Strict Quality Standard**

Traditional production methods, means authentic croissants are made using traditional production methods that have been passed down through generations of French bakers. This includes using high-quality ingredients such as flour, butter, yeast, and salt, and allowing the dough to undergo a precise process of fermentation and folding. French origin, due to croissants have a long history in French culinary tradition, dating back to the 19th century. They are deeply rooted in French culture and are often enjoyed as a staple breakfast item or as a snack throughout the day.

Croissant as symbol of pride in craftsmanship, because authentic croissants are a product of skilled craftsmanship, with French bakers taking pride in their ability to master the delicate art of laminating dough and creating the perfect balance of flakiness and tenderness. This support Lin *et al.* theory (2018). According to the research by Sheau-Ting Lin *et al.* (2018), the taste and flavor of food significantly influence consumer preferences, especially among young generations like Gen Z. The rich and buttery taste of croissants can affect their appeal to Gen Z students. Sheau-Ting Lin *et al.* explored the Influence of food taste and the mediating role of emotions in the decision-making process. They found that gen Z prefer to choose croissant because of the taste and the flavor. Strict quality standards, due to there are strict regulations and standards governing in France to produce croissants to ensure their authenticity and quality. This includes guidelines on ingredients, production methods, and labeling.

Overall, the uniqueness and authenticity of croissants lie in their flaky texture, buttery flavor, versatility, traditional production methods, French origin, pride in craftsmanship, and

adherence to strict quality standards. These qualities contribute to their widespread popularity and love by people around the world.

The description explain the conclusions that gen Z prefer to choose croissant because of the taste and the flavor. Croissants being popular among young consumers reinforce the view that this product has strong appeal in the current market. The power of young generation to promote and to produce the product, such as croissant as trending product. Croissants is a versatility product because it can be filled or topped with various ingredients, appealing to diverse tastes. Croissants' aesthetic appearance makes them highly shareable on social media platforms, such as Instagramable impact. The aesthetic appearance of croissants makes them suitable for sharing on social media platforms like Instagram.

The description showed the uniqueness and the authentic aspect of croissants that made them loved by young generation, to be enjoyed and to be produced. This drives to the conclusion that croissants are lovely bread from lovely heart. Croissants have specific strengths such as a rich taste, popularity among young generations, flexibility in variations, and strong visual appeal for sharing on social media.

## CONCLUSION

Croissants are beloved for their rich taste, versatility, and strong visual appeal, particularly among young generations. Their traditional production methods, French origin, and adherence to strict quality standards contribute to their authenticity and widespread popularity. Croissants' ability to cater to diverse tastes, along with their Instagram-worthy aesthetic, solidifies their status as a beloved bread enjoyed and produced by many. There are other research results needed regarding other culinary dishes besides croissants, and the satisfaction of tourists enjoying croissant dishes, that can provide further insights.

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