

ABSTRACT

ROSE BRAND TAPIOCA GLUTEN FREE PROMOTION DESIGN

The dependence of Indonesian people in consuming wheat flour can be quite high. Various kinds of food products are processed using flour, most use wheat flour. Based on data of BPS (2012) Indonesia in 2010 in flour amounted to 69.489.302 kg, for the year 2011 indonesia for wheat 69.877.802 kg. The high consumption of wheat flour which also has a negative impact on health, especially in children and that wheat flour contains gluten that can not be consumed properly by diabetics. Luminous that can affect the working system of the stomach, intestines, and often leads to allergic reactions to people with autism. One source of food that does not contain gluten is tapioca. The specialty of tapioca flour is not gluten content, providing a guarantee for people who reduce wheat consumption.

Keywords: Promotion, Autism, Gluten Free Processing for food