

**RESEARCH AND NEW DEVELOPMENT FINAL
PROJECT**

NATA DE COGON GRASS

(NATA from Alang-Alang/ *Imperata cylindrica*)

Nata de Cogon Grass as a Healthy Snack with High Fiber and Vitamins



Arranged by:

CELLYNE GABRIELLA (1574 1300 100 13)

CULINARY ART DEPARTMENT

AKADEMI KULINER DAN PATISERI

OTTIMMO INTERNASIONAL

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CELLYNE GABRIELLA (1574 1300 100 13)

SURABAYA, 14 AGUSTUS 2017

APPROVED BY:

Examiner I,

Heni Adhianata, STP.,
MSc.

19900613 1402 016

Examiner II,

Irra Chrisyanti Dewi, S.Pd.,
M.S.M

19781201 1702 028

Supervisor,

Asri Puspita Wardhani, STP., Msc.

19891026 1402 017

Head of Study Program
Akademi Kuliner dan Patiseri
Ottimmo Internasional,

Irra Chrisyanti Dewi, S.Pd.,
M.S.M

19781201 1702 028

Director of Akademi Kuliner dan
Patiseri Ottimmo Internasional,

Zaldy Iskandar, BSc.

19731025 1201 001

PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a Research and Development as a Final Project. In this report, we have to include the detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

By doing this project report, it helps us to enhance our knowledge regarding the work in to the attitude of consumer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our lecturers Chef Zaldy Iskandar, Ms. Asri Wardhani , Mrs. Diana, and Mrs Yaschinta for their help in supervise our product and making this project report.

TABLE OF CONTENT

COVER.....	i
COVER PAGE.....	ii
SIGNATURE PAGE.....	iii
PREFACE.....	iv
TABLE OF CONTENT.....	v
LIST OF PICTURE.....	viii
LIST OF TABLE.....	ix
EXECUTIVE SUMMARY.....	x
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Objective.....	2
CHAPTER II PRODUCT DESCRIPTION.....	3
2.1 Product Description.....	3
2.2 Materials.....	3
2.2.1 Cogon Grass.....	3
2.2.2 Drink Water.....	4
2.2.3 Rock Sugar.....	4
2.2.4 Za.....	5
2.2.5 Vinegar (Acetic Acid).....	5
2.2.6 <i>Acetobacter Xylinum</i>	6
2.3 Equipment and Tools.....	6
2.3.1 Gas Stove.....	6
2.3.2 Kitchen Digital Scale.....	7
2.3.3 Pot.....	7
2.3.4 Kitchen Knife.....	7
2.3.5 Cutting Board.....	8
2.3.6 Small Tray.....	8
2.3.7 Spatula.....	8
2.3.8 Tongs.....	9
2.3.9 Strainer.....	9
2.3.10 Plastic Wrap.....	9

2.3.11 Cup Sealer Machine.....	10
2.3.12 Plastic Cup.....	10
2.3.13 Cup Sealer Lid.....	10
2.4 Production Method.....	11
2.4.1 Storage.....	11
2.4.2 Standard Operational Procedure (SOP)	11
2.4.3 Procedure.....	12
2.4.4 Hygiene and Sanitation Procedures.....	14
2.5 Material's Nutrition Raw.....	14
2.5.1 Cogon Grass.....	14
2.5.2 Drink Water.....	15
2.5.3 Rock Sugar.....	16
2.5.4 Za.....	17
2.5.5 Vinegar.....	18
2.5.6 <i>Acetobacter xylinum</i>	18
2.6 Hazard Analysis and Critical Control Points (HACCP).....	20
CHAPTER III MARKETING STRATEGY.....	21
3.1 Business Analysis.....	21
3.2 Market Environment Analysis.....	21
3.2.1 Industrial Analysis.....	21
3.2.1.1 Threat of New Entry.....	21
3.2.1.2 Supplier Power.....	22
3.2.1.3 Buyer Power.....	22
3.2.1.4 Threat of Subtitution.....	22
3.2.1.5 Competitive Rivalry.....	22
3.3 Marketing Strategies.....	22
3.3.1 Segmenting and Targeting.....	22
3.3.2 Positioning.....	23
3.3.3 Marketing Mix.....	23
3.3.3.1 Product.....	23
3.3.3.2 People.....	23
3.3.3.3 Price.....	24

3.3.3.4 Place.....	24
3.3.3.5 Promotion.....	24
3.3.3.6 Process.....	24
3.3.3.7 Productivity.....	24
3.3.4 SWOT Matrix.....	25
3.3.5 Competitive Advantage.....	25
3.4 Human Resource Management.....	25
3.4.1 Team.....	25
3.4.2 Task Breakdown.....	26
3.4.3 System Operation.....	26
3.4.3.1 Person in Charge.....	26
3.4.3.2 Working Hour.....	26
3.4.4 Recruiting, Selecting, and Interview.....	26
3.4.5 Training.....	26
3.4.6 Performance Appraisal.....	27
3.4.6.1 Salary and Compensation.....	27
CHAPTER IV PRODUCT CALCULATION.....	28
4.1 Cost of Production.....	28
4.1.1 Variable Cost.....	28
4.1.2 Overhead Cost.....	29
4.2 Fixed Cost.....	29
4.3 Break Event Point (BEP).....	29
CHAPTER V CONCLUSION.....	31
5.1 Conclusion.....	31
5.2 Suggestion.....	31
REFERENCES.....	32
APPENDIX.....	33
1. Product Logo and Packaging	33
2. Original Recipe with Approval Stamp.....	34

LIST OF PICTURES

Picture 1 Cogon Grass.....	3
Picture 2 Drink Water	4
Picture 3.....	4
Picture 4 Za.....	5
Picture 5 Vinegar.....	5
Picture 6 <i>Acetobacter xylinum</i>	6
Picture 7 Gas Stove.....	6
Picture 8 Digital Scale.....	7
Picture 9 Pot.....	7
Picture 10 Kitchen Knife.....	7
Picture 11 Cutting Board.....	8
Picture 12 Small Tray.....	8
Picture 13 Spatula.....	8
Picture 14 Tong.....	9
Picture 15 Strainer.....	9
Picture 16 Plastic Wrap.....	9
Picture 17 Cup Sealer Machine.....	10
Picture 18 Plastic Cup.....	10
Picture 19 Cup Sealer Lid.....	10
Picture 20 Storage.....	11
Picture 21 SOP (Standard Operational Procedures).....	11
Picture 22 Procedure.....	12
Picture 23 Drink Water Nutrition Fact.....	15
Picture 24 Rock Sugar Nutrition Fact.....	16
Picture 25 Vinegar Nutrition Fact.....	18
Picture 26 Positioning Map.....	23
Picture 27 LOGO Product.....	33
Picture 28 Packaging.....	33

LIST OF TABLE

Table 1 SWOT Matrix.....	25
Table 2 Performance Appraisal.....	27
Table 3 Variable Cost.....	28
Table 4 Overhead Cost.....	29
Table 5 Fixed Cost.....	29

EXECUTIVE SUMMARY

Alang-Alang or Cogon Grass which has the latin name *Imperata cylindrica* has a root part that very nutritious for human body. The roots of cogon grass itself have good benefits for the health of the body because they contain glucose, mannitol, citric acid, malic acid, arundoin, coixol, fernerol, cylindrin, anemonin, simiarenol, esin, saponin, alkali, polifenol and tanninine. By producing these new product can be our best oppurtunity. This new product is a Nata product. Unlike the usual Nata that made from Coconut water, in this product by the coconut water will be changed with the Cogon Grass water that boiled in Sugar, Za, and Vinegar, and the Nata Starter which is *Acetobacter xylinum* when it is completely cool down. It is a smart choice for health conscious people especially those who have diseases such as Liver, High blood pressure, etc. A high quality materials are always used in the making of this product, obtained from a reliable supplier, processed with strict supervision, and will be packaged in a Cup sealed to avoid contamination from the outside.

These Product can be consumed by everyone in all gender in the average of age from 10 – 75 years old. We saw a marketing oppurtunity of “Nata de Cogon Grass” mostly among the general public in Surabaya. They always challenge to try new coming products. Surely “Nata de Cogon Grass” will be liked by everyone. These product begin to be promoted in supermarkets, mini markets, and online with a consignment system in a selling price of Rp.10.500,- for 350 grams per cups with a certain minimum of expenditure. Based on the Break Even Point analysis, this product will be successfully reached a BEP after selling 1.777 cups. We package this project by doing some marketing strategies