

CHAPTER 5

CONCLUSION

5.1 Conclusion

There are so many variant of fruit jam, and only a few of vegetables jam product in local food industry. “Carotene” take an advantage of this situation by making a carrot jam. Even though many variant of jam product, only a few of jam product that use pure ingredient. Many jam products add chemical component that substitute the real ingredients.

Carrot have many benefit for human body, but only a few that know the benefit and like the taste of carrot itself. Carrot is rich in vitamins and mineral such as Vitamin A, Antioxidants, Falcalinor, Magnesium and many more, they good in cancer prevention, heart disease, prevent stroke, and because of the high level of beta-carotene in carrots acts as an antioxidant to cell damage done to the body through regular metabolism. It helps slows down the aging of cells.

Carrot also not too expensive, because of that carrot is good from low-class until high-class, also can be consumed by any ages with many benefit for the human body. Carrot jam also can be consumed in many ways, such as combination with the bread, or even can consumed as a snack.

“Carotene” sure that this product can compete against other similar competitor on the market. Because of many junk food industry, “Carotene” think giving a healthy jam product will help the Indonesian community to live healthy. Overall, ”Carotene” still need to improve the variants of the jam product to compete in international market.

5.2 Suggestion

1. Make a variant of vegetables jam product
2. Improve the quantity of the carrot jam
3. Export the product to international market

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