

CHAPTER V

CONCLUSION AND SUGGESTION

1.1 Conclusion

The *Coto Makassar* Spice Mix Block product represents an innovation that combines ease of use with the authentic taste of *Coto Makassar*. Based on the product testing results, there are several aspects that need attention to enhance its quality. While initial trials indicated issues with texture not being sufficiently smooth, subsequent use of a better grinder significantly improved consistency, aroma intensity, and flavor profile. However, panelist feedback suggested a need to reduce saltiness and provide clear usage instructions to balance the product's flavor. The total calories for 1 serving of the spice mix block is 130 calories. Additionally, the *Coto Makassar* Spice Mix Block is expected to have a shelf life from 6 up to 8 months when stored in sealed condition with the help of effective packaging and processing methods that maintain its flavor, aroma, and nutritional content over time.

In terms of packaging, each block of the *Coto Makassar* Spice Mix will be wrapped in high-quality polyethylene plastic to preserve freshness by protecting against moisture and air. Its outer packaging is an elegant hardbox with a magnetic closure, providing added protection and a luxurious appearance that enhances product appeal, ease of storage, and usability.

Regarding pricing, the *Coto Makassar* Spice Mix Block is priced at IDR 67,000 per unit with a total profit of 60% from the total product cost. This price reflects the use of high-quality ingredients and premium packaging, offering a premium cooking experience with consistent quality and authentic regional flavors. While positioned at a slightly higher price point compared to similar products in the market, this aligns with its emphasis on regional authenticity and premium presentation.

Overall, *the Coto Makassar Spice Mix Block* provides a practical solution for consumers seeking an authentic *Coto Makassar* cooking experience without the complexity. By continuing to refine production processes based on product testing feedback, this product has significant potential to resonate well in the market and become a preferred choice for Indonesian cuisine enthusiasts who value quality and authenticity.

1.2 Suggestion

Based on the findings and insights from the development and testing of the *Coto Makassar Spice Mix Block*, there are several things to improve and need further research about. First, improving the texture by upgrading to advanced grinding technology will help achieve a smoother consistency, addressing feedback about coarse spices like ginger and galangal. Reducing saltiness and observing the quality process of the spices are also crucial to achieve a balanced flavor that closely matches the authentic taste of *Coto Makassar*. Continued focus on quality assurance is essential. Regular sensory evaluations and strict quality control measures during production will maintain the high standards of aroma, flavor, and texture observed during testing. This ensures every unit consistently delivers the expected *Coto Makassar* experience to consumers.

Most important, Further research and testing are essential to determine the optimal shelf life for the *Coto Makassar Spice Mix Block*. This involves conducting extended stability testing under various environmental conditions, including variations in temperature and humidity. By systematically monitoring changes in flavor, aroma, texture, and nutritional content over an extended period, the product can confidently establish a precise and reliable shelf life. In addition to determining shelf life, it is crucial to identify the optimal storage conditions that preserve the *Coto Makassar Spice Mix Block's* quality. Factors such as temperature control—ideally below 25°C—humidity levels (low humidity to prevent clumping and moisture absorption), and protection from light exposure are

critical considerations. Researching different packaging materials or additives that enhance moisture and oxygen barrier properties will further optimize storage conditions, ensuring the product remains fresh and flavorful throughout its recommended shelf life.

More further, effective marketing that highlights the product's unique selling points such as its authentic regional flavors, premium ingredients, and ease of use will resonate with consumers who value quality and authenticity in their cooking ingredients. By implementing these strategies, the *Coto Makassar* Spice Mix Block can enhance its market position as a premium, convenient culinary solution that meets the needs of modern consumers looking for authentic, high-quality cooking ingredients.