

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

When people say “Jerky”, our mind will said meat. It something that the writer have to socialize and educate that now on jerky is not allways made from meat, but also can be made from vegetable. The writer’s dendeng product is really different and unique because it is the first dendeng or jerky that made out from carrot and the health benefit that will amaze customers.

The health benefit of carrot as our main ingredients will improve your body from head to toe, from your eye sight, heart, cholesterol, digestion system, and skin. Not yet from other ingredients that will reduce the risk of various cancer, prevent food poisoning, support brain function, relaxing contracted digestive, act as fat burner that lead to weight loss, lowering blood sugar that help to reduce the risk of diabetes.

The writer belive that if a food has something incredible usefull and beneficial people will come for it. Therefore, its the writer’s job to educate and convience customers that this product are highly maintain the quality with hygiene process in order to give customers the higher nutrition the writer could bring.

5.2 Suggestion

Based on the above conclusion, the following suggestion can be made.

- First, People need to be educate and open mind of new product.
- Second, the importance of health must be realized by everyone to make their eating behavior fun with no burden.
- Third, quality and processing ingredients does effect to end product, therefore the writer must maintain the quality and hygiene while processing in order to give the higher nutrition to our customers.
- Fourth, this product should relevant to people lifestyle nowadays, considering how much the health benefit that the writer over can reduce the risk of various illness from digestion to cancer.

- Fifth, promoting a new product should be fun and easy to be absorbed by customers using social media and from our outside packaging.
- Sixth, the relationship to the workers and customers must be built in fun and respect to make them loyal and beneficial to make the work process always in progress.

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