

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT REPORT**

**UTILIZATION OF *ROSELLA*, *SECANG*, AND INDONESIAN
SPICES AS ANTIOXIDANT RICH KONJAC JELLY**



ARRANGED BY

ALEXANDRO DAVID L' NARDI

2274130010018

CULINARY ARTS STUDY PROGRAM

OTTIMMO INTERNATIONAL

MASTERGOURMET ACADEMY

SURABAYA

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Surabaya, August 19th 2024



Alexandro David L' Nardi

APPROVAL 1

CULINARY INNOVATION AND NEW PRODUCT DEVELOPMENT PROJECT

Name : Alexandro David L' Nardi
Place, Date of Birth : Kediri, February 28th 2004
NIM : 2274130010018
Study Program : D3 Culinary Art
TITLE : UTILIZATION OF *ROSELLA*, *SECANG*, AND
INDONESIAN SPICES AS ANTIOXIDANT RICH
KONJAC JELLY

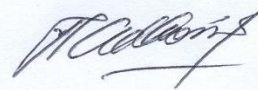
This paper is approved by:

Head of Culinary Arts Study Program,

Advisor,

May 20th, 2023

May 20th, 2023



Heni Adhianata, S.TP., M.Sc

Heni Adhianata, S.TP., M.Sc

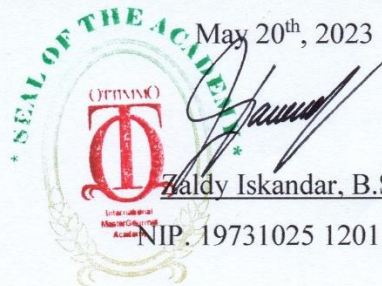
NIP. 19900613 1402 016

NIP. 19900613 1402 016

Director of

Ottimmo International Master Gourmet Academy

May 20th, 2023



Zaldy Iskandar, B.Sc

NIP. 19731025 1201 001

APPROVAL 2

UTILIZATION OF *ROSELLA*, *SECANG*, AND INDONESIAN SPICES AS ANTIOXIDANT RICH KONJAC JELLY

Culinary Innovation and New Product Development report by:

Alexandro David L' Nardi

2274130010018

This report is already presented and pass the exam on:

(August 6th, 2024)

This paper has been approved by:

Advisor : Heni Adhianata, S.TP., M.Sc
1st Examiner : Arya Putra Sundjaja, S.E.
2nd Examiner : Jessica Hartan, A.Md. Par.



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PREFACE

Praise to God, for giving me strength and letting me through all the difficulties so I was able to finish this Culinary Innovation and New Product Development Report.

I also take this opportunity to express my gratitude to:

1. Chef Zaldy Iskandar, B. Sc as director of Ottimmo International Master Gourmet Academy
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Alexandro David L' Nardi

ABSTRACT

Jamu is Indonesian traditional herbal drink that need to be preserved through new economic business world. Utilizing *Rosella*, *secang* and other antioxidant rich Indonesian Spiced Rosex deliver new experiences to enjoy herbal drink in the form of konjac jelly. Creating High antioxidant Konjac Jelly means able to extract antioxidant contents from the ingredients as optimal as possible. To achieve high extraction, water needed to be mix with other substances such as Glycerine or Glycerol. The main processes are divided into two processes: Extraction and jelly making processes. All the processes are antioxidant level based processed. These actions are done in order to achieve high antioxidant level herbal jelly drinks. Based on the sensory evaluation, this product has gotten good feedback on taste and aroma aspect. On the other side the main problems of this product through the sensory analysis came from its texture. The most common comment related to its texture is the consistency of this product. Changin total volume of konjac powder resulting better consistency and texture. Rosex contains 65.835 Cal, 2.49 mg Vitamin C, and 210.5 mg of Polyphenol packed in compact 50 ml Aluminium Pouch and will be on sell for Rp. 8,000.

Keyword: *Rosella, Secang, Glycerine, High antioxidant*

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