

RESEARCH AND DEVELOPMENT FINAL PROJECT

**THE USE OF BANANA BLOSSOM AS THE MAIN INGREDIENT IN THE
MAKING OF COOKING WINE RICH IN ANTIOXIDANT**



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EXECUTIVE SUMMARY

Consumption of banana blossoms or banana flower or banana bud (*Musa acuminata Colla*) as vegetable is popular among people in Southeast Asia. In most tropical countries, banana blossoms are used as vegetable either raw or cooked which only the tendon core is sliced and eaten. “AO” (*Arak Ontong*) comes in as an innovative substitution product of cooking wine with banana blossom as the main ingredient. It gives the aromatic flavor to enhance people’s appetite. The “AO” offers the same smell and give similar flavor after heat contact with the seniors. Banana blossom itself has nutritional values and healthy benefits; potassium, vitamin A, C, E, minerals, fatty acid content, flavonoids, saponin, essential and non-essential amino acid, tannins, glycoside, and steroid. We try to take the opportunity and become a pioneer and be ready to join and compete with the market.

“AO” is the short name of Javanese language for *Arak Ontong*. “AO” is produced in a glass bottle of 500 mL with the selling price of Rp. 20,000 for the agents and Rp. 21,500 for the direct customer. Our target markets are adults with the age range of 25-50 years old, with the specific criteria of people who are working in culinary industry, house wife, and Chinese food restaurant which use cooking wine and looking for the substitution with lower price and give the same effect in food.