

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Conclusively, spicy anchovy hummus has been praised for its robust flavor and distinctive qualities, while also revealing room for enhancement in its texture. Current texture challenges stem from the blending process and the saltiness of the anchovies, resulting in a gritty consistency. Using a high-powered blender can improve the texture of the dip, making it smoother and more consistent. Proper packaging is essential for preserving the freshness and flavor of hummus, a dish made from chickpeas, soybeans, mung beans, anchovies, and spices. A glass jar provides effective protection against air and contaminants, leading to extended shelf life. This solution maintains the flavor, texture, and spiciness of the hummus, appealing to consumers who like bold and adventurous snacks. Each 40-gram serving provides around 100 calories and is high in protein, making it a great option for enhancing meals. This hummus is high in dietary fiber, making it a nutritious and well-rounded snack option. Competitively priced of Rp.40,000, a 200 gram packaging provides a tasty and healthy choice that is in line with current dietary preferences. Spicy Anchovy Hummus combines Middle Eastern and Indonesian flavors, featuring a smooth texture and rich taste. The production process involves boiling and sautéing to preserve quality and taste. Storage at 4-6°C is essential to uphold freshness due to its short shelf life. This hummus has promising market potential as a nutritious alternative to traditional sauces, dips, or spreads. Addressing challenges such as potential fish allergies and ensuring universal taste compatibility is still crucial. Overall, this product provides a distinctive taste profile and important nutritional advantages. These can be highlighted through strategic marketing strategies and a strong commitment to ensuring food safety.

## **5.2 Suggestion**

It is advisable to investigate different approaches for enhancing the quality of spicy anchovy hummus through further research. One key focus should be investigating alternative blending techniques or equipment to enhance the texture and smoothness of the hummus without compromising its flavor. Studying the effects of various ingredient ratios, such as the balance between chickpeas, soybeans, mung beans, and anchovies, can help achieve an optimal flavor profile and nutrient composition. Research should also explore the incorporation of natural flavor enhancers or spices that align with current health trends while preserving the product distinct taste. Conducting comprehensive consumer preference studies can offer valuable insights into flavor profiles and spice levels that attract a broader audience, potentially enhancing the product market appeal. Replacing olive oil with more cost-effective alternatives like cooking oil or coconut oil can improve the product affordability without sacrificing quality. Another area of improvement is refining the process of making the anchovy sambal. By fully cooking the sambal ingredients first, then adding fried anchovies, the flavor of the product can be enhanced and its shelf life extended. Lastly, using single-use packaging like sachets instead of glass jars can reduce the risk of product damage during storage and transportation, while also offering convenience to consumers.