

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In conclusion, Kluwih rica-rica spread represents an innovation in plant-based spreads utilizing kluwih fruit, a local, nutrient-rich ingredient. This product is designed as a healthy alternative for those who do not consume animal products and addresses the need for more nutritious food options. Research indicates that kluwih rica-rica spread has a good texture and appearance, though the taste still requires improvement. Priced affordably at Rp 27,500 per pack, this product is accessible to a broad audience. It not only offers health benefits but also supports a diverse range of healthier food choices. In addition to its health advantages, kluwih rica-rica spread can be enjoyed at various occasions, such as breakfast or light lunch.

5.2 Suggestion

For further research and development, it is recommended to focus on enhancing the flavor profile by incorporating natural ingredients such as spices or extra seasonings (salt & mushroom powder), while maintaining the nutritional benefits. Additionally, it is important to explore the use of safe and suitable preservatives for the rica-rica kluwih spread to ensure a longer shelf life, while still being safe for consumption. Furthermore, expanding the scope of research by conducting a more detailed nutritional analysis and comparing it with other spread products in the market can enrich knowledge and improve product quality. In addition, research on environmentally friendly packaging that is visually appealing, along with effective marketing strategies, should also be considered to enhance the product's appeal in the market and reach a wider consumer base.