

# RESEARCH AND DEVELOPMENT PROJECT

Kersen Jam

(Jam from Kersen / *Muntingia Calabura* L.) Utilization of Kersen Fruit as a  
Healthy Condiments



Arranged by :

Fransiska Leonny Santoso

(NIM: 1574130010019 )

CULINARY ART STUDY PROGRAM  
OF OTTIMMO INTERNATIONAL MASTERGOURMET  
ACADEMY OF CULINARY ARTS AND BAKING PASTRY  
SURABAYA

2017

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**Kersen Jam**

(Jam from Kersen / *Muntingia Calabura* L.)

Utilization of Kersen Fruit as a Healthy Condiments

**Arranged by:**

**FRANSISKA LEONNY SANTOSO**

**( NIM: 1574130010019 )**

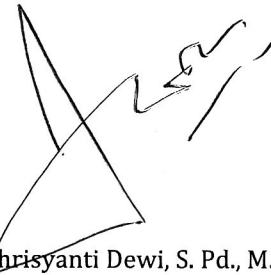
**SURABAYA, .....**

**APPROVED BY:**

Supervisor,

Examiner I,

Examiner II



Asri Puspita Wardhani, STP., MSc.

Heni Adhianata, STP.,MSc.

Irra Chrisyanti Dewi, S. Pd., M.S.M

NIP. 1989 1026 1402 017

NIP. 1978 1201 1702 028

NIP. 1990 0613 1402 016

Director of OTTIMMO  
International Mastergourmet Academy,

Head of Study Program Culinary Art  
OTTIMMO International,



Zaldy Iskandar, B.Sc.

Irra Chrisyanti Dewi, S. Pd., M.S.M

NIP 1973 1025 1201 001

NIP. 1990 0613 1402 016

# TABLE OF CONTENT

COVER PAGE.....	i
SIGNATURE PAGE.....	ii
PREFACE .....	iii
TABLE OF CONTENT.....	iv
LIST OF PICTURE.....	vii
LIST OF TABLE.....	ix
EXECUTIVE SUMMARY.....	ix
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background.....	1
1.2 Objective.....	1
<b>CHAPTER II PRODUCT DESCRIPTION</b>	
2.1 Product Description.....	2
2.2 Materials.....	2
2.2.1 Kersen.....	2
2.2.2 Sugar.....	3
2.2.3 Lemon.....	3
2.3 Equipment and Tools.....	4
2.3.1 Gas Stove.....	4
2.3.2 Kitchen Scale.....	4
2.3.3 Pot.....	4
2.3.4 Masher.....	5
2.3.5 Knife.....	5
2.3.6 Cutting Board.....	5
2.3.7 Spatula.....	6
2.3.8 Strainer.....	6
2.3.9 Cling wrap.....	6

2.4 Production Method.....	7
2.4.1 Storage.....	7
2.4.2 Standard Operational Procedure (SOP).....	7
2.4.3 Procedure.....	8
2.4.4 Hygiene and Sanitation Procedures.....	10
2.5 Material's Nutrition Raw.....	10
2.5.1 Kersen.....	10
2.5.2 Sugar.....	11
2.5.3 Lemon.....	13
2.6 Hazard Analysis and Critical Control Points (HACCP).....	13
<b>CHAPTER III Prodiuct Calculation</b>	
3.1 Business Analysis.....	14
3.2 Market Environment Analysis.....	14
3.2.1 Industrial Analysis.....	14
3.2.1.1 Threat of New Entry.....	14
3.2.1.2 Supplier Power.....	14
3.2.1.3 Buyer Power.....	14
3.2.1.4 Threat of Subtitution.....	15
3.2.1.5 Competitive Rivalry.....	15
3.3 Marketing Strategies.....	15
3.3.1 Segmenting and Targeting.....	15
3.3.2 Positioning.....	15
3.3.3 Marketing Mix.....	16
3.3.3.1 Product.....	16
3.3.3.2 People.....	16
3.3.3.3 Price.....	16
3.3.3.4 Place.....	16
3.3.3.5 Promotion.....	16
3.3.3.6 Process.....	16
3.3.3.7 Productivity.....	17

3.3.4 SWOT Matrix.....	17
3.3.5 Competitive Advantage.....	17
3.4 Human Resource Management.....	17
3.4.1 Team.....	17
3.4.2 Task Breakdown.....	18
3.4.3 System Operation.....	18
3.4.3.1 Person in Charge.....	18
3.4.3.2 Working Hour.....	18
3.4.4 Recruiting, Selecting, and Interview.....	18
3.4.5 Training.....	18
3.4.6 Performance Appraisal.....	19
3.4.6.1 Salary and Compensation.....	19
<b>CHAPTER IV PRODUCT CALCULATION</b>	
4.1 Cost of Production.....	20
4.1.1 Variable Cost.....	20
4.1.2 Overhead Cost.....	21
4.2 Fixed Cost.....	21
4.3 Break Event Point (BEP).....	21
<b>CHAPTER V CONCLUSION</b>	
5.1 Conclusion.....	22
5.2 Suggestion.....	22
REFERENCES.....	23
APPENDIX.....	24
1. Product Logo and Packaging.....	24
2. Original Recipe with Approval Stamp.....	25

## LIST OF PICTURES

Picture 1 Kersen Fruit.....	2
Picture 2 Sugar .....	3
Picture 3 Lemon .....	3
Picture 4 Gas Stove.....	4
Picture 5 Digital Scale.....	4
Picture 6 Pot.....	4
Picture 7 Masher .....	5
Picture 8 Knife .....	5
Picture 9 Cutting Board .....	5
Picture 10 Spatula.....	6
Picture 11 Strainer.....	6
Picture 12 Cling Wrap .....	6
Picture 13 Storage.....	7
Picture 14 Standard Operational Procedures .....	7
Picture 15 Procedure.....	8
Picture 16 Kersen Nutrition Fact .....	10
Picture 17 Sugar Nutrition Fact .....	12
Picture 18 Positioning Map .....	15
Picture 19 LOGO Product.....	33
Picture 20 Packaging.....	33

## LIST OF TABLE

Table 1 SWOT Matrix.....	17
Table 2 Performance Appraisal.....	19
Table 3 Variable Cost.....	20
Table 4 Overhead Cost.....	21
Table 5 Fixed Cost.....	21

## EXECUTIVE SUMMARY

Kersen or Keres fruit which has the latin name *Muntingia Calabura L.* is a root fruit that is nutritious for human health. The Kersen have good benefits for the health of the body because they contain Water, protein, fat, carbohydrate, fiber, abu, calcium, phosphorus, tianin, ribofalin, niacin, and vitamin C.

By producing these new product can be our biggest oppurtunity. This new product is a Jam product. Unlike the usual Jam that made from common berry (strawberry, blueberry, etc), we use kersen fruit that will cook in sugar, and lemon. It is a smart choice for health conscious people especially those who have uric acid, and it act as an antibiotic or and anti oxidants. A high quality materials are always used in the making of this product, obtained from a reliable supplier, processed with strict supervision, and will be packaged in a sterilized glass jar to avoid contamination from the outside.

We saw a marketing opportunity of “Kersen Jam” mostly among the general public in Surabaya. They always challenge us to innovate new coming products. Surely everyone will like “Kersen Jam”. These product will begin to be promoted in supermarkets, mini markets, with a consignment system in a selling price of Rp.19.500,- for 250 grams per cups with a certain minimum of expenditure. Based on the Break Even Point analysis, this product will be successfully reached a BEP after selling 974 jars. We pack this project by doing some marketing strategies.