

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**SNAKE FRUIT (SALAK) COOKIES**



**ARRANGED BY :**

**Helmy Almadalih (1574130010068)**

**CULINARY ART DEPARTMENT  
ACADEMY OF CULINARY ART AND PATISSERIE  
OTTIMMO INTERNATIONAL  
SURABAYA**

**2017**

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

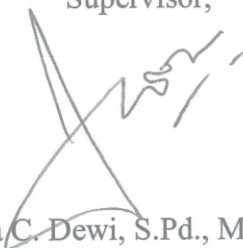
**"MY COOKIES" SNAKE FRUIT ( SALAK ) COOKIES  
High Beta Carotene Cookies From Snake Fruit To Reduce Cancer**

Arranged by :  
Helmy Almadalih (1574130010068)

Surabaya, 10 June 2017

Approved by :

Supervisor,



Irra C. Dewi, S.Pd., M.S.M

NIP. 197812011702028

Examiner I,



Asri P.W, STP.,M.Sc

NIP.198910251402015

Examiner II,



Heni Adhianata, STP., MSc

NIP. 19900613014016

Director of Akademi Kuliner dan  
patiseri Ottimmo Internasional,



Zaldy Iskandar, B.Sc

NIP. 1973 1025 1201 001

Head of Study Program Culinary Art  
Akademi Kuliner dan Patiseri  
Ottimmo Internasional,



Irra C. Dewi, S.Pd., M.S.M

NIP. 197812011702028

## **PREFACE**

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a Research and Development as Final Project. In this project report we have included the detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us to enhance our knowledge regarding the work in to the attitude of customer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our lecture Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi and Ms. Diana for their help in supervise our product and making this report.

## **Contents**

EXECUTIVE SUMMARY .....	4
CHAPTER 1 .....	5
INTRODUCTION .....	5
1.1 Background.....	5
1.2 Objective.....	5
CHAPTER II.....	6
PRODUCT DESCRIPTION.....	6
2.1 Pruduct Description .....	6
2.2 Materials .....	6
2.2.1 Snake Fruit ( Salak ) .....	6
2.2.2 Butter .....	7
2.2.3 Brown Sugar .....	8
2.2.4 Granulated Sugar .....	8
2.2.5 Vanilla.....	9
2.2.6 Eggs .....	10
2.2.7 Baking Soda.....	11
2.2.8 Salt .....	11
2.2.9 Chocolate Chips.....	12
2.2.10 Raisins.....	13
2.3 Equipment and tools .....	13
2.3.1 Oven.....	13
2.3.2 Gastronorm Containers .....	14
2.3.3 Tray .....	14
2.3.4 Cooling Rack.....	15
2.3.4 Kitchen Digital Weighting Scale .....	15
2.3.4 Food Processor.....	16
2.3.6 Wooden Spatula .....	17
2.3.7 Kitchen Knife .....	17
2.3.8 Sieve.....	18
2.4 Production Methods.....	18
2.4.1 Storage .....	18
2.4.2 Standard Operational Procedure (SOP) .....	18

2.4.4 Procedure.....	19
2.4.5 Hygiene and Sanitation Procedures.....	20
2.5 Materials,s Nutrition Raw .....	21
2.5.1 Snake Fruit (Salak) .....	21
2.5.2 Salted Butter .....	21
2.5.3 Brown Sugar.....	22
2.5.4. Egg.....	25
2.5.5 Salt .....	26
2.5.6 Raisins .....	27
2.5.7 Chocolate .....	28
2.5.8 Bicarbonate of Soda.....	28
2.5.9 Vanilla Extract .....	30
2.6 Hazard Analysis and Chritical Control Points (HACCP) .....	31
2.6. 1 Separating Snake Fruit from the Skin.....	31
2.6.2 Grate Snake Fruit into small pieces .....	31
2.6.3 Oven Process.....	31
2.6.4 Making flour .....	31
2.6.5 Dough Process .....	31
2.6.6 Baking Process.....	31
2.6.7 Package .....	31
CHAPTER III .....	32
MARKETING STRATEGY.....	32
3.1 Business Analysis .....	32
3.1.1 Introduction of Industry .....	32
3.2 Market Environment Analysis .....	33
3.3 Marketing Strategies .....	34
3.4 Human Resource Management .....	37
CHAPTER IV .....	40
PRODUCT CALCULATION.....	40
4.1 Cost of Production .....	40
CHAPTER V .....	43
CONCLUSION.....	43
REFERENCES .....	44

## **EXECUTIVE SUMMARY**

Snake Fruit has the latin name *Sallaka edulis*, in Indonesia known as salak. The name of this fruit is snake fruit because of its skin looks like a snake skin. Many people in Indonesia know this fruit but they are not aware about the benefits that you can get by consuming this fruit. This fruit is very popular but most of Indonesian eat snake fruit as a fruit or ‘’asinan and manisan’’, beside of that fact most of the Indonesian love to eat cookies. So we use this opportunity to make cookies from snake fruit, so people will get the benefits of snake fruit by eating cookies.

The behavior of the people in Indonesia specially in Surabaya, they like to try new products. We will begin to promote our product in a high school and campus cafeterias and shopping center, the price of our product is IDR 29.000. Snake fruit cookies not only have a great taste but also good quality and the process of making this product also very hygienic so many people will love this product.