

RESEARCH AND DEVELOPMENT FINAL PROJECT

“MARMARMELLATA”

(Passion Fruit Jam Rich in Vitamins A, C, and Protecting from Cancer)



Arranged by:

Jimmy Sutadji

1574130010074

STUDY PROGRAM OF CULINARY ART

AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL

SURABAYA

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT

MARMARMELLATA

(Passion Fruit Jam Rich in Vitamins A, C, and Protecting from Cancer)

Arranged by:

Jimmy Sutadji (1574130010074)

Approved by:

Supervisor



Irra C. Dewi, S.Pd., M.S.M
NIP. 197812011702028

Examiner I



Astri P.W, STP., M.Sc
NIP. 19891025 1402 015

Examiner II



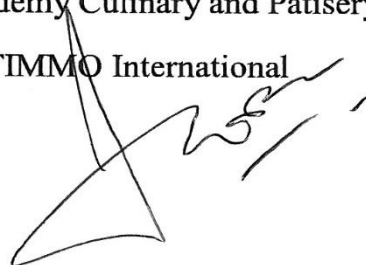
Heni Adhianata, STP., MSc
NIP. 19900613 014 016

Director Academy
Culinary and Patisery
OTTIMMO International



Zaldy Iskandar, B.Sc
NIP. 19731025 1201 001

Head of Study Program Culinary Art
Academy Culinary and Patisery
OTTIMMO International



Irra Chrisyanti 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 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 consumer towards this new product, whether it can be acceptable or not.

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

Surabaya, 13 September 2017

Jimmy Sutadji

EXECUTIVE SUMMARY

Passion fruit is one of popular fruit. Passion fruit come from Latin America, especially Brazil, then spread into the tropics area in the world include Indonesia. In Indonesia, passion fruit planted at Goa, Malino (Sulawesi Selatan) and Brastagi (Sumatera Utara) According to Anonymous (2015). Inside, the fruit consists of membranous sacs containing light orange color, thick juice with numerous small, hard, dark-brown or black, pitted seeds. Yellow passions are larger than the purple varieties, but the pulp of the purple fruit is less acid, richer in aroma and flavor, and has a higher proportion of juicy pulp. The fruit carries very good levels of vitamin-A (provides about 1274 IU per 100 g), and flavonoid antioxidants such as β -carotene and cryptoxanthin- β . Current research studies suggest that these compounds have antioxidant properties, and along with vitamin-A are essential for good eyesight. Vitamin-A also required for maintaining healthy mucosa and skin. Consumption of natural fruits rich in vitamin-A and flavonoids may help to protect from lung and oral cavity cancers. The fruit is an excellent source of dietary fiber. 100 g fruit pulp contains 10.4 g or 27% of fiber. A good fiber in the diet helps remove cholesterol from the body. Being a good bulk laxative, it also helps protect the colon mucosa by decreasing exposure time to toxic substances in the colon and wiping off the cancer-causing toxic substances from the colon. According to Umesh Rudrappa (2017). Our "Passion Fruit jam" will sell by distribute it in supermarket and online. Our product will sell in 200 gr. Selling price of our product is around Rp. 35.000/200gr.

TABLE OF CONTENT

COVER PAGE	i
SIGNATURE PAGE	ii
PREFACE	iii
EXECUTIVE SUMMARY	iv
TABLE OF CONTENT	v
LIST OF PICTURE	ix
LIST OF TABLE	x
CHAPTER I INTRODUCTION	
1.1 Background	1
1.2 Objective	2
CHAPTER II PRODUCT DESCRIPTION	
2.1 Product Description	3
2.2 Equipment and tools	4
2.2.1 Stove	4
2.2.2 Scale	4
2.2.3 Bowl	5
2.2.4 Knife	5
2.2.5 Cutting Board	6
2.2.6 Saucepan	6
2.2.7 Spoon	7
2.2.8 Wooden Spatula	7
2.2.9 Jar	8
2.3 Materials	8
2.3.1 Passion Fruit	8
2.3.2 Stevia Sugar	9

2.3.3 Milk	9
2.3.4 Water	10
2.3.5 Maizena Flour	10
2.4 Production Method	11
2.4.1 Procedure.....	11
2.4.2 Hygiene and Sanitation Procedures.....	14
2.5 Materials's Nutrition	15
2.5.1 Passion Fruit	15
2.5.2 Milk	17
2.5.3 Water	18
2.5.4 Stevia Sugar.....	19
2.5.5 Maizena Flour	20
2.6 Hazard Analysis and Critical Control Points (HACCP)	21

CHAPTER III MARKETING STRATEGY

3.1 Business Analysis.....	22
3.1.1 Introduction of Industry	22
3.1.2 Short Term Objective	22
3.1.3 Long Term Objective	22
3.1.4 Opportunity	23
3.2 Market Environment Analysis	23
3.2.1 Industrial Analysis.....	23
3.2.1.1 Threat of New Entry.....	23
3.2.1.2 Supplier Power	23
3.2.1.3 Buyer Power	23
3.2.1.4 Threat of Substitution.....	24
3.2.1.5 Competitive Rivalry	24

3.3 Marketing Strategies	24
3.3.1 Segmentation, Targeting, Positioning	24
3.3.2 Marketing Mix.....	24
3.3.2.1 Product	24
3.3.2.2 People.....	24
3.3.2.3 Price.....	25
3.3.2.4 Place	25
3.3.2.5 Promotion.....	25
3.3.2.6 Process.....	25
3.3.2.7 Productivity	26
3.3.3 Tows	26
3.3.3.1 Strength	26
3.3.3.2 Weakness.....	26
3.3.3.3 Opportunity	26
3.3.3.4 Threat	26
3.3.4 Cometitive Advantage.....	27
3.4 Human Resource Management	27
3.4.1 Team.....	27
3.4.2 Task Breakdown.....	27
3.4.3 System Operation	28
3.4.3.1 Person in Charge	28
3.4.3.2 Working Hour	28
3.4.4 Recruiting, Selecting, and Interview	28
3.4.5 Training	29
3.4.6 Performance Appraisal.....	29
3.4.6.1 Salary and Compensation.....	29

CHAPTER IV PRODUCT CALCULATION	
4.1 Cost of Production.....	30
4.1.1 Variable Cost.....	30
4.1.2 Overhead Cost	31
4.2 Fixed Cost	32
4.3 Break Event Point (BEP)	32
CHAPTER V CONCLUSION	35
5.1 Conclusion.....	35
5.2 Suggestion	35
REFERENCES	36
APPENDIX	37

LIST OF PICTURE

Picture 2.1 Passion Fruit Jam.....	3
Picture 2.2 Stove	4
Picture 2.3 Scale.....	4
Picture 2.4 Bowl.....	5
Picture 2.5 Knife	5
Picture 2.6 Cutting Board.....	6
Picture 2.7 Saucepan	6
Picture 2.8 Spoon	7
Picture 2.9 Wooden Spatula.....	7
Picture 2.10 Jar.....	8
Picture 2.11 Passion Fruit	8
Picture 2.12 Stevia Sugar	9
Picture 2.13 Milk.....	9
Picture 2.14 Water.....	10
Picture 2.15 Maizena Flour	10
Picture 2.16 Nutrition Facts of Passion Fruit	15
Picture 2.17 Nutrition Facts of Milk	17
Picture 2.18 Nutrition Facts of Water	18
Picture 2.19 Nutrition Facts of Stevia Sugar.....	19
Picture 2.20 Nutrition Facts of Maizena Flour.....	20