

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In conclusion, Banana Dates Stick with BaDa Jam is a healthy snack innovation based on natural ingredients that is free of added sugar and gluten. This product utilizes Cavendish bananas and ripe dates as the main ingredients, and features BaDa Jam (banana date jam) as a sweet and nutritious natural filling. This innovation not only adds variety to healthy snacks on the market but also supports the lifestyles of health-conscious consumers, such as those with diabetes, gluten intolerance, or those following a clean eating pattern.

The development results show that the Banana Dates Stick has a distinctive fruity aroma, natural sweetness, and an attractive golden brown color. The texture tends to be floury but still blends well with the BaDa Jam filling. These characteristics can be further adjusted through precise formulation, including the use of mocaflour, butter, and the optimal proportion of air. The manufacturing process consists of several stages: mixing the dough, forming the stick, filling with jam, and baking at 150°C for 8 minutes. The BaDa Jam itself is cooked over low heat for approximately 3 minutes to maintain nutritional stability.

Banana Date Sticks with BaDa Jam filling last 2–3 days at room temperature, and 5–7 days when refrigerated, due to the absence of preservatives and high moisture content. Shelf life is affected by packaging, temperature, and hygiene during processing. The packaging design plays a role in attracting consumer attention and building brand image. Materials such as PET and PP are chosen because it is food-safe, temperature-resistant, airtight, hygienic, and suitable for soft and high-moisture foods like jam fillings. Each serving of Banana Dates Stick also provides approximately 2% grams of protein, adding to its nutritional value.

5.2 Suggestion

As a suggestion, to improve the product's texture, it's recommended to adjust the proportion of mocaf flour and consider adding natural binders like egg whites or honey for a to make it crispier and browner. Developing flavor variations or adding healthy toppings can also be considered for a better improvement. Furthermore, using vacuum packaging techniques or adding desiccants can help extend the shelf life without using chemical preservatives. In addition, it is suggested to use non-transparent packaging to prevent light exposure, which can degrade product quality, and to ensure better protection during storage and distribution.