

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“CEBOLLA”**

**PROCESSING ONION INTO JAM THAT IS LOW FAT AND  
CHOLESTEROL**



**Arranged by :**  
**Nasya Gunawan (1574130010016)**

**CULINARY ART DEPARTMENT  
ACADEMY OF CULINARY ART AND PATISSERIE  
OTTIMMO INTERNATIONAL  
SURABAYA  
2017  
RESEARCH AND DEVELOPMENT FINAL PROJECT**

**RESEARCH AND DEVELOPMENT FINAL PROJECT**  
**“CEBOLLA”**  
**PROCESSING ONION INTO JAM THAT IS LOW FAT AND**  
**CHOLESTEROL**

Arranged by :

Nasya Gunawan (1574130010016)

Surabaya, August 25<sup>th</sup> 2017

Approved by :

Supervisor

Asri Puspita Wardhani STP.,MSc

NIP:19891026 1402 017

Examiner I

Heni Adhinata,STP.,Msc

NIP:19900613 1402 016

Examiner II

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

NIP:19781201 1702 028

Head of Study Program Culinary Art

Akademi Kuliner dan Patiseri

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

NIP:19781201 1702 028

Director of

Akademi Kuliner dan Patiseri

Ottimmo Internasional  
Zaldy Iskandar, B.Sc

NIP :19731025 1201 001

## TABLE OF CONTENT

<b>COVER PAGE.....</b>	i
<b>SIGNATURE PAGE.....</b>	ii
<b>TABLE OF CONTENT.....</b>	iii
<b>LIST OF PICTURE.....</b>	iv
<b>LIST OF TABLE.....</b>	v
<b>EXECUTIVE SUMMARY.....</b>	vi
<b>CHAPTER INTRODUCTION</b>	
1.1 Background.....	1
1.2 Objective.....	2
<b>CHAPTER II PRODUCT DESCRIPTION</b>	
2.1 Product Description.....	3
2.2 Materials.....	3
2.3 Equipment and Tools.....	8
2.4 Production Methods.....	11
2.4.1 Kitchen Layout.....	11
2.4.2 Storage.....	11
2.4.3 Standard Operational Procedure (SOP).....	12
2.4.4 Procedure.....	13
2.4.5 Hygiene and Sanitation Procedures.....	14
2.5 Material's Nutrition Raw.....	15
2.6 Hazard Analysis and Critical Control Points (HACCP).....	25
<b>CHAPTER III MARKETING STRATEGY</b>	
3.1 Introduction to industry.....	27
3.2 Market Analysis.....	27
3.3 SWOT Analysis.....	28
3.4 Marketing Mix.....	29
3.5 Selling Plans.....	30
3.6 Packaging.....	30
3.7 Human Resource Management.....	31
<b>CHAPTER IV PRODUCT CALCULATION</b>	
4.1 Cost of Production.....	34
4.1.1 Variable Cost .....	34
4.1.2 Overhead Cost.....	35
4.2 Fixed Cost.....	35
4.3 Break Event Point (BEP).....	36
<b>CHAPTER V CONCLUSION</b>	
5.1 Conclusion.....	37
5.2 Suggestion.....	37
<b>REFERENCES.....</b>	38
<b>APPENDIX.....</b>	41
Original Recipe with Approval Stamps.....	42

## **LIST OF PICTURE**

Picture 1. Onion.....	3
Picture 2. Garlic.....	4
Picture 3. Butter.....	4
Picture 4. Honey .....	5
Picture 5. Apple Cider Vinegar.....	5
Picture 6. Brown Sugar.....	5
Picture 7. Dried Rosemary.....	6
Picture 8. Salt.....	6
Picture 9. Black Pepper.....	7
Picture 10. Ground Cumin .....	7
Picture 11. Star Anise.....	7
Picture 12. Kitchen Knife.....	8
Picture 13. Cutting Board.....	8
Picture 14. Measurement Cups.....	9
Picture 15. Sauce Pan.....	9
Picture 16.Gas Stove.....	9
Picture 17.Wooden Spatula.....	10
Picture 18. Gastronom.....	10
Picture 19. Kitchen Layout.....	11
Picture 20. Storing Procedures.....	11
Picture 21. Standard Operational Procedures (SOP).....	12
Picture 22. Onion Nutrition Raw.....	15
Picture 23. Garlic Nutrition Raw.....	16
Picture 24. Butter Nutrition Raw.....	17
Picture 25. Honey Nutrition Raw.....	17
Picture 26. Apple Cider Vinegar Nutrition Raw.....	18
Picture 27. Brown Sugar Nutrition Raw.....	19
Picture 28. Dried Rosemary Nutrition Raw.....	20
Picture 29. Salt Nutrition Raw.....	21
Picture 30. Black Pepper Nutrition Raw.....	21
Picture 31. Ground Cumin Nutrition Raw.....	23
Picture 32. Star Anise Nutrition Raw.....	24
Picture 33. Positioning Map.....	28
Picture 34. Product Logo.....	41

## **LIST OF TABLE**

Table 1. Sorting HACCP .....	25
Table 2. Preparation HACCP.....	25
Table 3. Cooking Process HACCP.....	26
Table 4. Packaging HACCP.....	26
Table 5. SWOT Matrix.....	28
Table 6. Performance Appraisal.....	32
Table 7. Variable Cost.....	34
Table 8. Overhead Cost.....	35
Table 9. Fixed Cost.....	35

## **EXECUTIVE SUMMARY**

Onions (*Allium Cepa L.*) are commonly used in culinary fields. They have been used in so many varieties of dishes around the world, and they even have a role as a cornerstone to add layers of complex flavors in a dish. There are so many ways to cook onion, it can be sautéed, roasted, grilled, fried, and can even be eaten raw. What a lot of people didn't know is that onion contains a lot of incredible health benefits. It can be used to heal infections, help improving immunity in our body, preventing cancers and so many more, and its price is also not too expensive. These statements of this single ingredient can be our best opportunity to highlight them as a main ingredient for a food product. We introduced you to our Homemade Onion Jam "*Cebolla*", which is Spanish for "Onion". Our "*Cebolla*" is packed with sweet-sour and salty flavor, a perfect condiment for savory snacks or dishes and it's healthy as well since the onions itself has a lot of health contents.

For our product we will only use fresh and high-quality ingredients, obtained from a reliable supplier and processed with strict supervision and will be packaged in a glass jar sealed tightly so the quality of the product is guaranteed. "*Cebolla*" market segments are for all kinds of people and ages, from children to adults, people with healthy lifestyle, also vegetarian and non-vegetarian. We will begin to promote our products by participating in a bazaar or culinary exhibition, also in vegan restaurants with a consignment system in a selling price of Rp 36.000,- / jar with nett weight 250 gram.