

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

People rarely know the great potential value that pumpkin have in human health, it is actually studied that pumpkin has a lot of benefits for human health, the vitamins inside, the nutrients, the potassium etc. which is why pumpkin are included as one of the healthy food category. The pumpkin jam can be consumed along with other food like bread, cake, pastries or even oatmeals.

The production of this product uses healthy and natural ingredients that everyone in every age to consume safely. In the market, this product can compete with other competitors using the advantage of healthy food, which nowadays is what the market demands for healthy products.

#### **5.2 Suggestion**

JACK'o JAM can be modified through the variety mixture of flavor, so the taste will have a bit more different aroma. Pricing per package could also be decreased significantly by changing the stevia sugar used into an ordinary cane sugar as stevia sugar is quite expensive to be purchased.

## REFERENCE

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