

RESEARCH AND DEVELOPMENT FINAL PROJECT
BUAH NAGA JAM
(High Polyphenol Dragon Fruit Jam for Reduce Cancer)



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STUDY PROGRAM OF CULINARY ART
AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL
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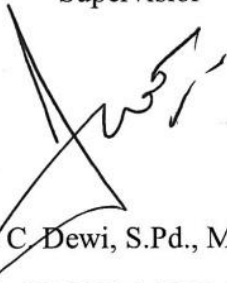
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PREFACE

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 help 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 lecture Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi, Ms. Vindhya Tri Widayanti, for the help in supervise our product and making this report.

EXECUTIVE SUMMARY

Dragon fruit or also called pitaya, now become one of the popular fruits in the society. Fruit that belongs to the cactus group or family cactaceae is very popular for consumption. Sweet and fresh flavors in dragon fruit make the customers addicted, dragon fruit also has a variety of medicinal properties that benefit the health of the body. According to Mahadianto (2007) dragon fruit has enough benefits for health because balancing blood sugar levels, cleanse the blood, strengthen the kidneys, nourish the liver, beauty treatments, strengthen the brain work, improve eye sharpness, reduce internal heat and thrush, stabilize blood pressure, Reducing whitish complaints, reducing cholesterol, preventing colon cancer and improving constipation and facilitating feces. In addition to the high vitamin C content, dragon fruit contains 80% water (Simatupang, 2007). Other nutrients contained in the dragon fruit is fiber, calcium, iron, phosphorus is quite useful to overcome high blood disease. Red fleshy dragon fruit is also good for improving eyesight because it contains high carotenoids. Phytochemicals in the fruit are also known to reduce the risk of cancer. Dragon Fruit Jam can be the best opportunity, we try to make people who usually to love more about dragon fruit to make into jam so people can eat and bring anywhere. We are also ready to complete in the food industry. Our target is not only children, adult people, and also people who want to life with a healthy lifestyle. So we are sure that people will accept this kind of healthy product. Our "Dragon Fruit Jam" will sell by distribute it into a supermarket and we are going to participating in a bazaar. Our product will sell in 1 size (200gr). Selling price of our product is around Rp. 50.000/200gr.

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