

CHAPTER V

CONCLUSION

5.1 Conclusion

The healthy food products demand in local food industry is really high . It makes local food industry have to keep improving , innovating , and do a good research to developing the products . Our company take the opportunity of this situation by introducing papaya jam .

Just because only a few people that know how to use papaya properly . The papaya itself contains a lot of vitamins and mineral and can be healthy to consume . We made papaya into jam with a 100% natural ingredients so our product will be safe to consume by everyone.

Our product will be packaged into jar and the price of our product is Rp.20.500,- per pcs with net weight 250gr. Which is very economic to be afford by everyone especially by urban middle class as our target market.

We sure this product can compete with any other similar product on the market . Overall our product still need to be improved in so many way to enhance the flavour and reduce the smell from the papaya

5.2 Suggestion

1. Need to be combined by any other ingredients to overcome the smell of the over ripe papaya
2. Developing a new variation with combining with other fruit that also good to consume.

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