

CHAPTER V

CONCLUSION

5.1 Conclusion

There are so many healthy food demands of the local food industry. It makes the local food industry have to compete for issuing various innovations and good research and development products. We take advantage of this situation by introducing shitake mushroom stalks meat products.

Only few people know about the potential value contained in the shitake mushroom stalks. The stalk is rich in nutrients, high fiber, and can be processed into meat substitute dishes. We make the vegan meat with rendang flavours. This product is a solution for vegans who require new alternative vegan dishes and a smart solution for vegan who have an allergy to gluten product.

We are sure that this product can compete with other vegan meat products on the market. Especially supported by the market demand for healthy eating products. Overall, our product still needs to undergo a process of adding flavours that consumers do not quickly get bored.

5.2 Suggestion

To increase the market interest of this product, “Essen La” needs to make other flavours beside rendang. The flavours can be other Indonesian spices and international spices, so our product can be accepted internationally too.

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