

RESEARCH AND DEVELOPMENT FINAL PROJECT

BUMBU PANIKI POWDER

(High Antioxidant, Vit C, and Iron Powder Herbs)



By

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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, the writer are required to make a Research and Development as Final Project. In this project report the writer have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped the writer to enhance our knowledge regarding the work in to the attitude of consumer towards this new product, whether it is acceptable or not.

Finally, the writer would like to thank our lecturer Mr.Ryan Yeremia, Ms.Tri Ambarwatie, and Ms.Fadjar Kurnia for their help in supervise the product and making this report.

Surabaya, 26th July 2018

Sisylia Herawaty Kaliye

EXECUTIVE SUMMARY

Bumbu Paniki is a seasoning for North Sulawesi traditional food, *Paniki*. In Sulawesi, *Paniki* means bat. Before they turn the bat into the traditional dish, usually they grill the bat first to get rid of the fur. After that, they blend shallots, ginger, chilli, and leeks together. Kemangi leaves, lime leaves, and lemongrass are only used as an aromatic. Those ingredients are not blended together with other ingredients. To maximize the shelf life of the dried ingredients, store it in a dry room, away from direct heat or sunlight and keep tightly closed when not in used. The shelf life of the dried ingredients is about 1-3 years.

The process of the production in home industry is concerned. HACCP helps to concern about product safety, reduce wastage, cost of production, and increase customer trust with the product which is very important. The programme must be supported by some things such as equipment maintenance, pest and waste control, water control, cleaning and sanitizing for utensils and equipments, and hygiene training.

In one bottle of *Bumbu Paniki Powder*, there are a lot of nutrients such as sodium, potassium, carbs, dietary fiber, sugar, protein, vit A, vit C, calcium, and iron. *Bumbu Paniki powder* is rich in antioxidant because the ingredients are dried below 100 degrees Celsius. It is also rich in Vit C (120g) and Iron (275g). Total calories of *Bumbu Paniki Powder*/bottle is 876 calories.

The ingredients of *Bumbu Paniki Powder* have a lot of benefits for body such as reduction of cancers, increasing motility through the digestive tract, preventing constipation, reducing symptoms of dysmenorrhea, preventing nausea, upset stomach, and vomiting, destroying free radical bodies, dilates airway of lungs which reduces asthma and wheezing, lowering the level of uric acid, maintaining digestive health and heart health, even to sharpen memory.

The product is quite easy to be copied. The ingredients are easy to find and the making process is also easy. But, this product is served differently with other products. The quality of the ingredients is taken care. The ingredients will be bought from supplier of traditional market. If the supplier can't fulfill the needs of ingredients, it is easy to find another supplier because the ingredients are easy to get. *Bumbu Paniki Powder* is a new product. It will be challenging to get a loyal customer. To retain customers, various promotions will be offered. Repeat customer will still ordering the products because it is the only one Sulawesi cuisine powder. It also has a unique taste compared with other products. *Bumbu Paniki Powder* is not using MSG or any preservatives. We want to promote this product through social media such as Instagram and Twitter and do some promotions to get people's attention.

The price of *Bumbu Paniki*/bottle is Rp 31.000,-. It will be sold in some supermarket in Palu. People can also order the product via social media such as Instagram, Line and WhatsApp.

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