

**RESEARCH AND DEVELOPMENT FINAL PROJECT**  
**CARBONATED SOYBEAN JELLY DRINK**



**Arranged by:**

**Evan Anjasmara**

**1674130010014**

**AKADEMI KULINER DAN PATISERI**

**OTTIMMO INTERNATIONAL**

**SURABAYA**

**2018**

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

APPROVAL  
RESEARCH AND DEVELOPMENT FINAL PRODUCT  
CARBONATED SOY JELLY DRINK

Arranged by :  
Evan Anjasmara (1674130010014)

Surabaya, 14 Agustus 2018

Examiner 1



Arya Putra Sundjaja, SS  
NIP.198010171703001

Examiner 2



Dr.Ir. Fadjar Kurnia Hartati, MP.  
NIDN. 0711116601

Advisor



Heni Adhianata, STP.,M.Sc  
NIP.199006131402016

Director of Ottimmo  
International MasterGourmet Academy



Zaldy Iskandar, B.Sc  
NIP. 197310251201001

Head of the Culinary Arts  
Studies Program



Irra Chrisyanti Dewi, S.Pd., M.S.M  
NIP. 197812011702028

## **PREFACE**

As a part of diploma curriculum and in order to gain practical knowledge in the field of culinary arts, we are required to make a research and development as final project. In this project we need to create our own brand new product which hasn't been invented yet include the nutrition fact, ingredient details, specific cooking methods, marketing strategy, and also product calculation

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

Finally, we would like to thank our beloved lecturer Mr. Zaldy Iskandar, Ms. Irra Chrisyanti Dewi, And Mrs. Diana for their help in supervise our product and making this report.

# TABLE OF CONTENT

COVER PAGE.....	i
SIGNATURE PAGE.....	ii
PREFACE.....	iii
TABLE OF CONTENT.....	iv
EXECUTIVE SUMMARY.....	v
CHAPTER I INTRODUCTION	
1.1 Background.....	1
1.2 Objective.....	2
CHAPTER II PRODUCT DESCRIPTION	
2.1 Product Description.....	2
2.2 Materials.....	2
2.1.1 Soybean.....	2
2.1.2 Sugar.....	3
2.1.3 Water.....	4
2.1.4 Carbon Dioxide and Soda.....	5
2.1.5 Gelatin.....	6
2.1.6 Potassium Sorbate.....	7
2.3 Utensils and Tools.....	8
2.3.1 Water Carbonator.....	8
2.3.2 Strainer.....	9
2.3.3 Gastronome.....	9
2.3.4 Cutting Board .....	10
2.3.5 Knife.....	10
2.3.6 Cooking Pot.....	11
2.3.7 Gas Stove.....	11
2.3.8 Spoon .....	12
2.3.9 Kitchen Scale .....	12
2.3.10 Bottle.....	13
Chapter III	
3.1 Kitchen Layout.....	14
3.2 Storage.....	15
3.3 Standard Operational Procedure.....	16
3.4 Procedure.....	17
3.5 Hygiene and Sanitation.....	18

## Chapter V

5.1	Business Analysis .....	25
5.1.1	Short Term Objective.....	25
5.1.2	Long Term Objective.....	25
5.1.3	Opportunity.....	26
5.2	Market Environment Analysis.....	26
5.2.1	Threat of New Entry.....	26
5.2.2	Supplier Power.....	26
5.2.3	Buyer Power.....	26
5.2.4	Threat of Substitution.....	26
5.2.5	Competitive Rivalry.....	27
5.3	Marketing Strategies.....	27
5.3.1	Segmentation Targeting Positioning.....	27
5.3.2	Marketing Mix.....	28
5.3.2.1	Product.....	28
5.3.2.2	Price.....	28
5.3.2.3	Place.....	28
5.2.3.4	Promotion.....	28
5.2.3.5	People.....	28
5.2.3.6	Process.....	29
5.2.3.7	Productivity .....	29
5.2.3.8	TOWS Matrix.....	29
5.2.3.9	Competitive Advantage.....	29
5.3	Human Resource Management.....	29
5.3.1	Team.....	29
5.3.2	Task Breakdown.....	29
5.3.3	System Operation.....	30
5.3.4	Recruiting, Selecting, Interview .....	30
5.3.5	Training .....	30
5.3.6	Performance Appraisal.....	31

## Chapter VI

6.1	Conclusion.....	34
6.2	Suggestion.....	34
Appendix.....		35

## LIST OF PICTURES

1. Soybean
2. Sugar
3. Water
4. Carbon Dioxide and Soda Water
5. Gelatin
6. Potassium Sorbate
7. Water Carbonizer
8. Strainer
9. Gastronome Bowl
10. Cutting Board
11. Knife
12. Cooking Pot
13. Gas Stove
14. Spoon
15. Kitchen Scale
16. Bottle
17. Kitchen Layout
18. Storing Procedure
19. Standard Operational Procedure
20. Procedure
21. Soybean Raw Nutrition Box
22. Sugar Nutrition Box
23. Soda Water Nutrition Box
24. Gelatin Nutrition Box
25. Water Nutrition Box

## LIST OF TABLES

1. Variable Content
2. Overload Cost
3. Fixed Cost

## **EXECUTIVE SUMMARY**

Soybean or *Glycine max* in latin is a type of legume (Plant that belong to pea family) that originated from china. Cultivation of soybean started 3500 years BC. Soybean is mostly cultivated in temperate areas with hot summers. Increased demand for products made of soybean accelerates deforestation of Amazon rainforests (deforested areas are converted into agricultural lands used for cultivation of soybean). People cultivate soybean as a source of food and oil that has application in numerous industries.

Therefore I find that soybean drink is quite popular so I want to innovate with a simple combination of popular type of drink as such carbonated and jelly drink. So I want to rake all the trends in drink into one bottle and therefore the carbonated soybean jelly drink is born.

We also saw a marketing opportunity in local minimarket such as “indomart, alfamart, alfamidi, and etc”. Commonly people always want to try something new and tasty so I develop this normal soybean with adding an soda taste and jelly inside. The selling price is approximately Rp.15,000.00 – per bottle, our target market is all kind of customer