

RESEARCH AND DEVELOPMENT FINAL PROJECT

“Go Go JACK”

(Nutrient-Rich Vegetable from Cured-Fermented Jackfruit)



BY:

CLARISSA VANIA SALIM

1774130010034

**CULINARY ARTS STUDY PROGRAM
OTTIMMO INTERNATIONAL MASTER GOURMET
SURABAYA**

RESEARCH AND DEVELOPMENT NEW PRODUCT

FINAL REPORT


“Go Go JACK”
Cured Fermented Young Jackfruit


Arranged by:


CLARISSA VANIA SALIM (1774130010034)

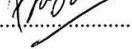
Surabaya, 27th August 2019

Approved by:

Heni Adhianata S.TP.,M.Sc.....
(199006131402 016)


Dr. Ir. Fadjar Kurnia Hartati, M.P.....
(711116601)

Chef Ryan Yeremia Iskandar.....
(198212181601 023)

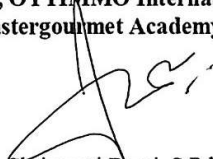
Chef Kresna Bayu Pranata.....
(199608191801 060)

Knowing,

Director of OTTIMMO
International Mastergourmet Academy,


Zaldy Iskandar, B.Sc.
NIP: 197310251201001

Head of Study Program Culinary
art, OTTIMMO International
Mastergourmet Academy,


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

Acknowledgment:

ACKNOWLEDGMENT

Praise and thanks to God Almighty for the successful completion of this report. The author can complete the writing of Research and Development Final Project Entitled "Go Go JACK" This report is prepared as one of the requirements to complete the Diploma III of Culinary Arts.

In the process of completion of this report, the Author has received much guidance and assistance from various parties. To that end, the authors express their sincere thanks to:

1. Miss Heni Adhianata as Advisor who has guided, provide guidance and suggestions until the completion of this report.
2. Miss Fadjar Kurnia Hartati as the examiner on the presentation.
3. Mr. Ryan Jeremia Iskandar as the examiner on the presentation.
4. Mr. Kreshna Bayu Pratama as the examiner on the presentation.
4. Mr Zaldy Iskandar as Director of OTTIMMO International MasterGourmet Academy Surabaya.
5. Miss Irra Chrisyanti Dewi as Head of the Culinary Arts Study Programme.
6. Other parties who wish to be referred to as parents and colleagues, etc. dst.

Finally, the Authors hope that this report can be useful for us all.

Surabaya., 27th August 2019

Clarissa Vania Salim

PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication. I also certify that this assignment/report has not previously been submitted for assessment in any other unit, except where specific permission has been granted from all unit coordinators involved, or at any other time in this unit, and that I have not copied in part or whole or otherwise plagiarised the work of other students and/or persons.

On this statement, I am ready to bear the risk/any sanctions imposed to me in accordance with applicable regulations, if in the future there is a breach of scientific ethics, or you have a claim against the authenticity of my work.

27th August 2019

PREFACE

The basis of this research originally was stemmed from my passion in developing a new and healthy food as our generation moving into a healthy lifestyle. Besides, our world has also been meeting to the growing demands of ready-to-eat food. We highlight the challenge of creating a product to become a new trend while ensuring its nutrition and efficiency. That is why I came up with with this idea of making this product.

In truth, I could not have finished this research without the support and guidance. First of all, I would like to Thank God for his blessing and guidance, so that I could finish this project. Secondly, my parents, who support me with understanding. And Last, my advisor, Miss Heni Adhianata, who advised me throughout the research process. Thank you for all your unwavering support.

EXECUTIVE SUMMARY

This study is a product-oriented research which is focused on developing new product. This report introduce and explain the process of new product 'Go Go JACK'. Go Go JACK is cured-fermented vegetable product made from young jackfruit. Known as 'Miracle Crop', jackfruit supplies plenty of nutritional perks and can be consume in many ways depends on its texture or ripeness. By fermenting this vegetable we want to introduce a healthier way to eat jackfruit. Basically, jackfruit contains a lot of antioxidant chemicals, rich in vitamins and potassium and other beneficial compounds. For this reason, jackfruit has been shown to be helpful to reduce various disease such as high blood pressure, heart dseases, and stroke.

Making this product is quite simple. It is almost the same when we are making a fermented vegetable as usual. But in this case, we added some ingredients that improve the taste and bacteria growth during the fermentation. This product will be introduced in market with the help of promotion. For this purpose, we have conducted SWOT analysis to see our weakness, strenght, oppurtunties, and threat. So that, we can make a marketing strategy for this product.

We have also paid attention to the packaging, color, and price of product. We decided to promote this product firstly on our social media, since our market target are around 16-35 in age. Considering this product is new, I guess most people would be hesitated to eat because they are not familiar with this kind of product. Therefore, we want to promote 'Go Go JACK' on our social media to explain and introduce its benefits.

Keyword : Go Go JACK, Young Jackfruit

TABLE OF CONTENTS

APPROVAL	i
ACKNOWLEDGEMENT	ii
PLAGIARISM STATEMENT	iii
PREFACE	iv
EXECUTIVE SUMMARY	v
TABLE OF CONTENT	vi
LIST OF PICTURE	viii
LIST OF TABLES	x
CHAPTER I INTRODUCTION	1
1.1 Background of Ingredients.....	1
1.2 Reason for Selection Ingredients	4
1.3 The Main Material Processing Reason.....	5
1.4 The Content of Nutrients & Health Benefits	7
1.5 Description of New Product Features.....	11
CHAPTER II INGREDIENTS AND UTENSILS OVERVIEW	12
2.1 Description of The Material to be used	12
2.1.1 Young Jackfruit.....	12
2.1.2 Water	12
2.1.3 Mushroom.....	13
2.1.4 Carrot.....	13
2.1.5 Tomato.....	14
2.1.6 Garlic	14
2.1.7 Scallion	15
2.1.8 Onion	15
2.1.9 Bay leaves.....	16
2.1.10 Peppercorn	16
2.1.11 Salt.....	17

2.1.12 Sugar.....	17
2.1.13 Herbs.....	18
2.2 The Tools Used During the Processing.....	19
2.2.1 Electric Scales.....	19
2.2.2 Knife.....	20
2.2.3 Cutting board.....	20
2.2.4 Cooking Pot.....	20
2.2.5 Strainer.....	21
2.2.6 Spoon.....	21
2.2.7 Gastronom.....	22
2.2.8 Glass Jar.....	22
CHAPTER III NEW PRODUCT PROCESSING SEQUENCE.....	23
3.1 The Processing Product by Using Flowchart.....	23
3.1.1 Preparation Process.....	24
3.1.2 Fermenting Process.....	27
3.1.3 Packaging Process.....	29
3.2 Complete recipe Attached.....	31
CHAPTER IV NEW PRODUCT OVERVIEW.....	33
4.1 The Facts of Nutrition.....	33
4.1.1 Young Jackfruit.....	33
4.1.2 Mushroom.....	34
4.1.3. Carrot.....	35
4.1.4 Salt.....	36
4.1.5 Sugar.....	36
4.1.6 Go Go JACK Nutrition Fact.....	37
4.2 New product Characteristic.....	38
CHAPTER V BUSINESS PLAN.....	39
5.1 Identification of Investment Opportunities.....	39
5.2 Marketing Aspect.....	40

5.3 Technical Aspects	41
5.4 Legal Aspect	41
5.5 Financial Aspect.....	42
CHAPTER VI CONCLUSION	45
6.1 Conclusion.....	45
6.2 Suggestion	46
BIBLIOGRAPHY.....	47
APPENDIX	52
Appendix 1. Packaging Design	52
Appendix 2. Supplier List	53
Appendix 3. Product Logo	54
APPROVED RECIPE ATTACHED	
FORM CONSULTATION	

LIST OF PICTURES

Picture 1. The perianth of young jackfruit	12
Picture 2. Water	12
Picture 3. Champignon mushroom	13
Picture 4. Shimeji mushroom	13
Picture 5. Carrot	14
Picture 6. Tomato.....	14
Picture 7. Scallion.....	15
Picture 8. Garlic.....	15
Picture 9. Onion.....	16
Picture 10. Bayleaves.....	16
Picture 11. Peppercorn	17
Picture 12. Salt.....	17
Picture 13. Sugar.....	18
Picture 14. Thyme.....	18
Picture 15. Basil.....	18
Picture 16. Oregano	19
Picture 17. Electric Scale	19
Picture 18. Chef Knife	20
Picture 19. Cutting board	20
Picture 20. Cooking pot	20
Picture 21. Strainer	21
Picture 22. Stainless spoon.....	21
Picture 23. Gastronom	22
Picture 24. Glass jar	22
Picture 25. Mushroom	24
Picture 26. Herbs and peppercorn.....	24
Picture 27. Vegetables and aromatics	24
Picture 28. Simmering process	25

Picture 29. Small pieces of young jackfruit	25
Picture 30. Blanching process	26
Picture 31. Sterilising jar process	26
Picture 32. Clean brine water	27
Picture 33. Fermenting ingredients.....	27
Picture 34. Fermenting product	28
Picture 35. The fermented product	28
Picture 36. In comparison between regular brine and vegetable brine.....	29
Picture 37. Final product.....	30
Picture 38. Nutrition fact of young jackfruit	33
Picture 39. Nutrition fact of champignon mushroom	34
Picture 40. Nutrition fact of shimeji mushroom(100gr)	34
Picture 41. Nutrition fact of carrot	35
Picture 42. Nutrition fact of salt	36
Picture 43. Nutrition fact of sugar	36
Picture 44. Nutrition fact of Go Go JACK.....	37

LIST OF TABLE

Table 1. Composition of young jackfruit (100gr edible portion).	7
Table 2. Epidemiological studies on antioxidant in human from jackfruit.....	10
Table 3. SWOT Analysis	39
Table 4. Price List of Ingredients	42
Table 5. Price List of packaging.....	43
Table 6. Fixed Cost.....	43
Table 7. Overhead Cost.....	44