

**RESEARCH AND DEVELOPMENT NEW PRODUCT  
FINAL REPORT**

**UTILIZATION OF RED DRAGON FRUIT (HYLOCEREUS POLYRHIZUS)  
PEEL FLOUR AS COOKIES  
( High in Dietary Fiber )**



**Arranged by :**

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**OTTIMMO INTERNATIONAL MASTERGOURMET ACADEMY**

**SURABAYA**


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Surabaya, Augustus 2019

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## **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.

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27 August 2019

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## EXECUTIVE SUMMARY

According to FAO, food waste means the amount of waste produced during the food manufacturing process and after eating activities related to the behavior of sellers and consumers. Food Loss and Food Waste is a problem because to produce food that eventually becomes trash and discarded, 25% of all available or equivalent clean water has spent 600 cubic kilometers of water. The author is trying to use unused part which the skin to reduce food waste.

The health benefits of red dragon fruit are very beneficial, namely for prevent diabetes, delay premature aging, make healthy bones, overcome lack of blood, increase appetite, overcome cough and asthma, lose body weight, make healthy digestion, prevent cancer, increase body immunity. For making cookies from red dragon fruit peel flour, we need to chop the skin first. Then blanch it for about 2 minutes, and blend it until got a porridge texture. After that, spread the blanched skin in baking paper, before that it is dried in the oven for 5 hours at 60°C. The next step is to smooth it with a blender until it gets a flour texture. The process of making cookies is simple, just mix all of the ingredients, because they don't need proofing process. Shape the cookies like coins, then bake it for about 20 minutes at 150°C.

Based on the nutrition calculation, known the nutrition from the red dragon fruit peel cookies are Protein : 17,48 kcal, Fat : 189,81 kcal, Carbohydrates : 240,6 kcal, Fiber : 119,48 kcal, and Total Energy : 794,318/140g. One packaging of red dragon fruit peel cookies contains 35 pcs/140g, the selling price is IDR 27,500

The target market for the new product is for people who likes to eat snacks and healthy food. And strategic marketing that we use is digital marketing. In digital marketing strategies promotion will use all forms of digital advertising channels to reach consumers. For the main focus, we will focus on social media and online shops, such as Instagram and Tokopedia. Besides that print media will be our additional option.

The suggestions from the author are realizing that the author is not perfect, in the future the author will more focused and detailed in explaining the paper with more resources that certainly can be accounted for; criticism and suggestions from readers are highly expected for the perfection paper writing in the future; need for further research on processing the red dragon fruit peel. And need another trial to find what products that match the texture of the flour.

Keyword : Food Waste, Health, Red Dragon Fruit Peel Cookies

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