

RESEARCH AND DEVELOPMENT FINAL PROJECT

“RENDANGIN AJA”

(Versatile and Easy to Use Instant Rendang Roux Block)



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**RESEARCH AND DEVELOPMENT FINAL PROJECT
“RENDANGIN AJA”**

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PREFACE

The basis of this research originally started from my passion to promote traditional Indonesian food to the wider market and to create something fresh using a staple Indonesian dish. Because today's youth prefer something fresh and fun, I want to deliver an easy and creative way to make rendang. Aside from that fact, our society move in a very fast pace, thus required a fast and easy way to make food. So we focused to create a product that aims to deliver something traditional, yet fresh, and easy to use.

And before I continue, I would like to give thanks to every party that support and guide me while making this product. First of all I would like to thank God, for his guidance and inspiration that i was able to conceive this idea and execute this project. Secondly my family, for with their unwavering support. Also i wanted to thank Ottimmo's Chefs and Advisor, Miss Heni Adhinata, for their guidance and consultation. And lastly all of my friends that helps me by being the audience and taste testing my product. You all have my deepest gratitude.

EXECUTIVE SUMMARY

This study is a product-oriented research which focused on developing a brand new product. This report contains the process of making the new product, 'RENDANGIN AJA'. RENDANGIN AJA is an instant rendang blocks that can be used in a various way, made from fresh spice and seasonings, and can quickly used to make an authentic rendang dish or also easily used to make rendang based fusion dishes. Rendang is a traditional food originated from Padang, Sumatra, and crowned as one of the most delicious dish on earth. Rendang is notorious of it's very long cooking time for it to be made. Hence we wanted to offer an alternative way for those who wants to make their own rendang at home but didn't have a lot of time, and also for those who wants to make a rendang of their own version. Overall this product is inspired by the world famous instant Japanese Curry Roux, for example the 'Vermont Curry', which offer people an easy and fast way to make their homemade Japanese curry.

The making of this product is quite simple, yet required some specific way. The initial process is not that different from making the traditional rendang, but with additional steps to make it a roux. This way we can offer a different kind of instant rendang from what is available on the market right now, and also easier to use. Because of that, we have conducted a SWOT analysis to see our weakness, strength, opportunities, and threat, so that we can create a marketing strategy that is best suited for this new product.

For the packaging we also draws some inspiration from the existing Vermont Curry, albeit a little different. For the marketing process, firstly we will use social media, especially Instagram and Youtube, based promotion since social media is easily accessible these days, and our target market is from people of all ages. Aside from that reason, Youtube and Instagram supports video based advertisement and made us able to demonstrate the versatility of this product. And also we would promote this product to the local supermarkets because this product is sold frozen, and didn't really suited to the traditional market.

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