**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“JaMa”**

****

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Surabaya, 11 September 2020

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**Preface**

 This basis for this research originally stemmed frommy passion in developing and creating a new unique sensation in drinking jamu. As the world moves into the modern era, newer genereration gets distance from our traditional heritage. And how are we suppose to introduce this traditional heritage to our younger and modern generation? It is my determination to found a way to do that, by creating this product.

 In truth, I could not have achieve this accomplishment without a support from other people. First of all my parents and sister, who supported me with love and understanding. And secondly, my suppervisor and friends, each of whom has provided patient advice and guidance throughout the research process. Thank you all for your unwavering support.

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**Executive Summary**

 This report is commisioned for a research and development program of OTTIMMO’s International students at the end of the second year. This reasearch and development program that we made is the idea how to encourage and to introduce traditional herbal drinks to young and modern generations. That is where the idea of JaMa comes from.

 This product is made out of one of tthe most known traditional herbal drinks in Indonesia, called beras kencur. The jamu is then combined with one of Indonesia traditional snack called tape. We uses the alcohol that is produced by the tape to be mixed with the jamu, and that is what the product contain.

 Though it does not have a lot of vitamins, it gives you a lot of benefits for your health. Known as a herbal drink to cure your cough, flu, and many more. So rest assure, because its benefits has been tested and proven by so many people.

 Surely this product has its own strengths and weaknesses, and it is also compatible for children and elderly. This product needs time to produce, but with a little help we can atleast make 100 bottles per week, with the right tools. And surely if we wanted to make this business bigger, we need to apply a permit so we can comfortably sell this product all over Indonesia.

 We are hoping that this product some day will be known to people around Indonesia, and people can enjoy the new sensation of drinking jamu. This product might need more research in the future to make it as perfect as it can be, but with the limited tools and the undergoing circumstances this product might not be as perfect as we are hoping it will be in the first place. And with feedbacks from the cunsomers it will also help us tremendously.