

RESEARCH AND DEVELOPMENT FINAL PROJECT

**KANGKUNG PUDDING AND KOMAK SAUCE
(KaaKo)**



Arranged by:

**Michael Adrian Winarko
1974130010024**

**STUDY PROGRAM OF CULINARY ART
OTTIMMO INTERNATIONAL MASTERGOURMET ACADEMY
SURABAYA
2021**

APPROVAL 1

**KANGKUNG PUDDING AND KOMAK SAUCE
(KaaKo)**

Name : Michael Adrian Winarko
Place, Date of Birth : Mataram, February 16th 2001
NIM : 1974130010024
Study Program : D3 Seni Kuliner
Title : Kangkung Pudding and Komak Sauce (KaaKo)

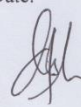
This paper is approved by:

Head of Culinary Arts Study Program,

Advisor,

Date:

Date:



Hilda Tjahjani Iskandar, S.E., Ak., C.A., M.M.


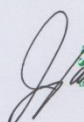
Nurul Azizah C. S. TP., M.Sc

NIP. 19691029 2002 072

NIP, 19900215 2002 071

Director of
Akademi Kuliner dan Patiseri OTTIMMO Internasional

Date:



Zaldy Iskandar, B.Sc
NIP. 197310251201 001

APPROVAL 2

**KANGKUNG PUDDING AND KOMAK SAUCE
(KaaKo)**


Culinary Innovation and New Product Development report by:


Michael Adrian Winarko
1974130010024

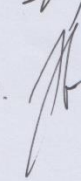
This report is already presented and
Pass the exam on

Thursday, December 16th 2021

Examiners:

Examiner 1 : Nurul Azizah Chairiyah, S.TP., M.Sc. 

Examiner 2 : Anugerah Dany Priyanto, S.TP., M.P., M.Sc. 

Examiner 3 : Silbert Yanuar Hadiwirawan, A.Md. Par. 

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're 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 or any sanctions imposed to myself in accordance with applicable regulations, if in the future there is a breach of scientific ethics, or someone have a claim against the authenticity of my work.

Surabaya, November 10th 2021



Michael Adrian Winarko

PREFACE

Myself want to show my gratitude to the Almighty God because of His grace and bless this report titled “Kangkung Pudding and Komak sauce (KaaKo)” can be finished. This report contains information about the new product that utilized local ingredient that rarely used as a dessert.

This report can't be finished without the help and guidance of these individual. Without them this report will not be finished and because of that I want to express my gratitude towards:

- My family. Thank you for the feedback and support during the making of this report
- Chef Zaldy Iskandar, B.Sc. as a Director of OTTIMMO International Master gourmet Academy. Thank you for the time and opportunity to allow myself to run this research.
- Ms. Nurul Azizah C, S. TP., M. Sc as the advisor. Thank you for the time and guidance the making of this report.
- All of the writer's lecturers and staffs. Thank you for education and information that had been taught.

I hope that this research can benefit the others into creating their own new product or just giving information about this product and contribute in the culinary world.

Surabaya, November 10th 2021



Michael Adrian Winarko

TABLE OF CONTENT

COVER.....	i
APPROVAL 1.....	ii
APPROVAL 2.....	iii
PLAGIARISM STATEMENT.....	iv
PREFACE.....	v
TABLE OF CONTENT.....	vi
LIST OF PICTURES.....	vii
LIST OF TABLES.....	viii
EXECUTIVE SUMMARY.....	ix
CHAPTER I INTRODUCTION	
1.1 BACKGROUND STUDY.....	1
1.2 OBJECTIVES STUDY.....	1
1.3 BENEFITS STUDY.....	2
CHAPTER II INGREDIENTS AND UTENSILS OVERVIEW	
2.1 DESCRIPTION OF THE INGREDIENS TO BE USED.....	3
2.2 THE EQUIPMENTS USED DURING THE PROCESSING.....	5
CHAPTER III NEW PRODUCT PROCESSING SEQUENCE	
3.1 THE PROCESSING PRODUCT.....	8
3.2 COMPLETE RECIPE ATTACHED.....	13
CHAPTER IV NEW PRODUCT OVERVIEW	
4.1 THE FACTS OF NUTRITION (INGREDIENTS).....	15
4.2 NUTRITION FACT.....	15
4.3 NEW PRODUCT CHARACTERISTICS.....	16
CHAPTER V BUSINESS PLAN	
5.1 GENERAL DESCRIPTION COMPANY.....	17
5.2 BUSINESS SCOPE.....	17
5.3 STAKEHOLDER.....	18
5.4 SWOT ANALYSIS.....	20
5.5 MARKETING ASPECT.....	20
5.6 FINANCIAL ASPECT.....	21
5.7 TECHNICAL ASPECT.....	25
5.8 LEGAL APSECT.....	26
CHAPTER VI CONCLUSION	
6.1 CONCLUSION.....	30
6.2 SUGGESTION.....	30
REFRENCES.....	31
APPENDIX.....	32
A. Packaging	
B. Supplier List	
C. Logo and Product Pictures (Before and After Packaging)	

LIST OF PICTURES

Picture 1. Kangkung.....	3
Picture 2. Agar powder.....	4
Picture 3. Stevia.....	5
Picture 4. Low fat fresh milk.....	5
Picture 5. Komak.....	6
Picture 6. Salt.....	6
Picture 7. Palm sugar.....	7
Picture 8. Mineral water.....	7
Picture 9. Equipment.....	8
Picture 10. Equipment	9
Picture 11. Equipment	10
Picture 12. Equipment.....	10
Picture 13. Equipment.....	11
Picture 14. Cutting the kangkung.....	12
Picture 15. Washing the kangkung	12
Picture 16. Blending the kangkung	13
Picture 17. Kangkung liquid that already been strained	13
Picture 18. Stirring the mixture while boiling it.....	14
Picture 19. Pouring into container.....	14
Picture 20. Boiling komak	15
Picture 21. Blending the komak.....	15
Picture 22. Transfer back into the pan and adding the palm sugar.....	15
Picture 23. Dissolve the sugar and let it thicken.....	16
Picture 24. Pudding with the sauce.....	16
Picture 25. Finished products.....	17
Picture 26. Recipe of KaaKo (front).....	18
Picture 27. Recipe of KaaKo (back).....	19
Picture 28. Nutritional facts.....	20
Picture 29. Packaging design.....	37
Picture 30. Logo design.....	38
Picture 31. Pudding before packed.....	39
Picture 32. Pudding after packed.....	39

LIST OF TABLE

Table 1 Nutritional Facts.....	20
Table 2. Stakeholder.....	23
Table 3. Consumer Characteristic	25
Table 4. Variable Cost in Food Cost.....	26
Table 5. Fixed Cost	27
Table 6. Overhead Cost.....	27
Table 7. Start Up Cost.....	28

EXECUTIVE SUMMARY

Human has daily necessity and one of them is food because it's our body source of energy to perform our daily activities. Because of that we need nutrients to keep our running and well with a balance diet. Because of that our product is design to be a healthier alternative toward other product. With low amount of sugar, high fiber and protein it can help with digestive problem. Other than that, our product also contains Vitamin A and iron from kangkung that help to keep our body healthy and help with anemia.

Nowadays our generation is to obsessed with product from abroad. Because of that we aim to increase the knowledge and popularity of kangkung, komak and Lombok's palm sugar hoping it can compete with other product. Since the product itself used locally source ingredients, it is cheap and also can help the economic growth.

By creating a product that new and unique, we hope it can be accepted well in the market as a product that can be consumed by everyone as their top choice and also spark new ways on using local ingredients into something unique and new. Our pudding is made from simple but high-quality ingredients and made with the utmost care. With the price of IDR 20.000 per cup and production of 50 cups per day, 300 cups per week and 1.300 cups per month, we plan to grow our business even further in the future. Our business is based in Lombok with a small-scale production and gradually change into a mass production.

Keywords: Research and Develompent, Kangkung, Komak,