

EXECUTIVE SUMMARY

Cucama Jelly Drink is a healthy drink and its a combination beverage between cucumber and jicama. I come up with this idea looking how much Indonesian people eat cucumber as a pickle so I think about how the other way Indonesian people can enjoy cucumber not as a pickle. Same as jicama, usually people enjoy it as a salad or *lotis* in Indonesia so I think that I can process the jicama to different product.

Another reason why I chose this drink is because the ingredients used are easy to obtain and are local ingredients with nutrient content that are certainly good for the body. The drink that I made can be also called infused water, and I changed the form of infused water which is usually liquid into a jelly that has never existed to make it look attractive so that many consumers are interested so they will buy and try our product. We're not only think about the taste that makes consumers interested and buy our product again, but we also think about the content in the drinks we sell

Cucama Jelly Drink will be packed in plastic bottle contain 50 gr of jicama pudding and 200 ml of cucumber jelly drink that will be sold at IDR27.000 and you can easily found Cucama Jelly Drink at restaurant, gift store, supermarkets, and our social media.