

RESEARCH AND DEVELOPMENT FINAL PROJECT

DAUREN SNACK BAR

(Dragonfruit Skin Snack Bar)



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PROJECT

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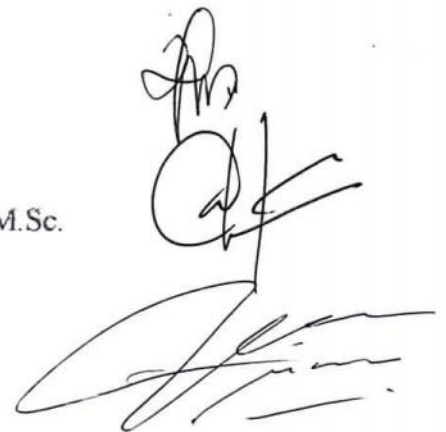
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I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind 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 plagiarized the work of other students and/or persons.

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9 Desember 2021



Bryan Justine

PREFACE

As for the beginning, I would like to thank my Holy God, Jesus Christ for his blessings and spiritual guidance in order for me to complete this Research and Development report. The main purpose for this report is to help each student in Ottimmo to be creative and innovative as we have to create a whole new product that never been in Indonesia. One of the reasons why I come up with the idea of making Nastar with Beetroot Flour is because I want to create a delicious nastar combined with beetroot flour that high in nutrients and have many healthy benefits.

During this process of completing this report, I received so much guidance and support. By this, I would like to express my gratitude to the names below:

- 1.Mr. Zaldy Iskandar as the head Director of Ottimmo International.
- 2.Ms. Hilda Tjahjani Iskandar as the Head of Study Program at Ottimmo International.
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- 5.Ms Nurul as my teacher that is very knowledgeable in everything that i have asked ranging from many topics.
6. Ms. Irra Chrisyanti Dewi as the Head of RnD at Ottimmo International.
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Surabaya,



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EXECUTIVE SUMMARY

Dauren snack bar is a snack bar that are made with dragonfruit skins . I decided to create this product because i wanted to help solving food waste . This snack bar is good for your health , and the environment too . Snack bar dauren will be packed and sold at Rp 8011 a piece . Dauren snack bar will be sold at tokopedia and marketed with social media. Dragonfruit or “Buah Naga” as we call it in Indonesia , is a fruit that is from the hylocereus family , originally cultivated in Mexico , Southeast Asia , India , United States , Australia , Mesoamerica and throughout the tropical and subtropical world regions.

For the dragonfruit skin we will be using drying technique . This makes the skin long-lasting and can be shaped to be an edible snack bar. This snack bar is not only delicious and nutritious , but will help reduce food waste .After packaging, we will do our marketing through instagram, Facebook, and Tiktok which is the three biggest social media platform in the world . Offering Retails to sell our product also helps a lot with brand recognition .

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Keyword : Snack Bar From Dragonfruit Skin.