

RESEARCH AND DEVELOPMENT FINAL PROJECT

ROSE WINE KULIT BUAH NAGA

(Minuman Fermentasi Kulit Buah Naga)



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SURABAYA
2021

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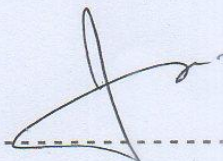
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PLAGIARISM STATEMENT

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Surabaya, January 3rd 2022



Haider Bigma-N.B

PREFACE

Praise and gratitude we pray to the presence of God Almighty who has bestowed many blessings so that we can properly compile this biology lab report. This report contains a description of the research results Rose wine kulit buah naga.

The author has traveled a long journey in the context of completing the writing of this Final Project. Therefore, with full humility, on this occasion, the author should thanks:

1. To Zaldy Iskandar as a Chef. Thank you given me permission to conduct experiments in developing author products.
2. To Hilda Tjahjani Iskandar as supervisor lecture. Which gives the author the marketing knowledge of the writer in completing the research.
3. To my parents who always gave love and support to the author
4. To Andreas Aditama Dachi as Advisor. Thank you for all the guidance, teachings, and new sciences that the author got from during the preparation of this final project.
5. To all chefs and teaching lecturers of OTTIMMO INTERNASIONAL SURABAYA. Thank you for allowing the author to do research and help the author during my research.

The author recognizes that this report is out of the expectations due to lack of capacity & knowledge, therefore the author is willing to accept all criticism and suggeststons from all parties. In conclusion, the author hopes that this report is useful for the author as well as the readers.

Surabaya, January 3^a 2022


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Haidar Bisma N.B

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EXECUTIVE SUMMARY

This product is a type of alcoholic beverage made from dragon fruit peel extract, has an alcohol content of -10% and has benefits to reduce food waste. For the marketing itself, it will be marketed in Bali, East Java and its surroundings, as an initial process of marketing strategy a bottle will be sold at IDR 149.000. This drink can be consumed by people over 18 years old. In the label itself there is an element of Madura as its own identity and attraction for customers. For the marketing itself, it will be sold through social media and will be offered to several bars in Bali and East Java.

Keywords : Wasted Fruit, Wine, Alcohol Drink