### RESEARCH AND DEVELOPMENT FINAL PROJECT

Pak'e Blonde (Bittermelon Blondies with Kedondong Curd)



By Michael Gunawan Raharjo / 1874130010018

STUDY OF CULINARY ART

OTTIMMO INTERNATIONAL MASTERGOURMET
ACADEMY SURABAYA 2020

### APPROVAL 1

# Pak'e Blonde (Bittermelon Blondies with Kedondong Curd)

Research and development report by:

Michael Gunawan Raharjo 1974130010018

This report is ready to presented:

Advisor,

Date: 20 Desember 2021

(Nurul Azizah Choiriyah, S.TP., M.Sc)

NIP. 19900215 2002 071

## APPROVAL 2

# Bittermelon Blondies with Kedondong Curd

Culinary Innovation and New Product Development report by:

# Michael Gunawan Raharjo 1974130010018

This report is already presented and pass the exam on :

Monday, 20th December 2021

#### Examiners:

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

Examiner 2: Anugerah Dany Piyanto, S.TP. M.P.

Examiner 3: Yohanna Prasetio, S.Sn.A.Md.Par.

#### APPROVAL 3

#### RESEARCH AND DEVELOPMENT PROJECT

Name : Michael Gunawan Raharjo

Place, Date of Birth : Jakrta, 30 Oktober 2000

N.I.M : 1974130010027

Study Program : D3 Seni Kuliner

TITLE : Pak'e Blonde (Bittermelon Blondies with Kedondong

curd)

### This paper is approved by:

Head of Culinary Arts Study Program, Advisor,

Date: 20 Desember 2021 Date: 20 Desember 2021

(Hilda Tjahjani Iskandar,SE) M.Sc) NIP. 196910292002072 (Nurul Azizah Choiriyah S.TP., NIP. 199002152002071

Director of

Akademi Kuliner dan Patiseri OTTIMMO International

Date: 20 Desember 2021

(Zaldy Iskandar, B.Sc) NIP. 197310251201001

#### PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledge 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, expect 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 risky/any sanctions imposed to me in accordance with applicable regulations, if in the future there is a breach of scientific ethics, or you have a claim against the authenticity of my work.

Surabaya, 20 Desember 2021

Michael Gunawan Raharjo

#### 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 Healty Blondie is because I want to create a delicious dessert 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 gratitute to the names below:

- My parents who have supported and provided me to achieve good education and as a family role to help me in personally.
- Ms. Nurul A. Choiriyah as my RnD mentor who have helped me in so many things in order for me to understand the guideline for making this report.
- Ms. Irra Chrisyanti Dewi as the Head of Study Program at Ottimmo International.
- 4. Mr. Zaldy Iskandar as the head Director of Ottimmo International.

Surabaya, 20 Desember 2021

Michael Gunawan Raharjo

## TABLE OF CONTENT

HARD COVER	0
TITLE PAGE	0
1	1
APPROVAL 1	i
APPROVAL 2	ii
PLAGIARISM STATEMENT	iv
PREFACE	v
TABLE OF CONTENT	vi
LIST OF TABLES	viii
LIST OF PICTURES	ix
EXECUTIVE SUMMARY	X
CHAPTER 1 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 THE OBJECTIVE OF THE STUDY	2
1.3 THE BENEFITS OF THE STUDY	3
CHAPTER 2 INGREDIENTS AND UTENSILS OVERVIEW	4
2.1 DESCRIPTION OF THE MATERIAL TO BE USED	4
2.2 THE TOOLS USED DURING THE PROCESSING	6
6	
CHAPTER 3 NEW PRODUCT PROCESSING SEQUENCE	
3.1 THE PROCESSING PRODUCT USING PICTURE	7
3.2 THE PROCESSING PRODUCT USING FLOWCHART	
3.3 COMPLETE RECIPE ATTACHED	
CHAPTER 4 NEW PRODUCT OVERVIEW	14
4.1 THE FACTS OF NUTRITION	14
CHAPTER 5 BUSINESS PLAN	19
5.1 GENERAL DESCRIPTION OF COMPANY	19
5.2 IDENTIFICATION OF INVESTMENT OPPORTUNITIES	19
5.3 STAKEHOLDER	
5.4 SWOT ANALYSIS	
5.5 MARKETING ASPECT	
5.5.1 Customer Characteristic	22
5.5.2 Market Segmentation	23

5.5.3 Marketing Strategies	24
5.6 FINANCIAL ASPECT	25
5.6.1 Variable Cost	25
5.6.2 start up capital	26
5.6.3 Fixed Cost	26
5.6. 5Cost of Production	27
5.6.5 Break Even Point (BEP)	28
5.7 TECHNICAL ASPECT	28
5.8 LEGAL ASPECT	28
CHAPTER 6 CONCLUSION	30
6.1 CONCLUSION	30
6.2 SUGGESTION	30
BIBLIOGRAPHY	31
APPENDIX	32
Appendix 1. PACKAGING DESAIN	32
Appendix 2. SUPPLIER LIST	32
Appendix 3. PRODUCT LOGO	33

## LIST OF TABLES

Table 1. Nu	trition Blondie	S		16
		Nutrition16	Kedondong	curd
Table 5.6.2	start up cap	ital		
Table 5.6.3.	fixed cost			26
Table 5.6 4	overhead cost.			26
Table 5.6.5	cost production	n		26

## LIST OF PICTURES

Picture 1. The Material to be Used for blondies	. 4
Picture 2. The Material to be used for curd	. 5
Picture 3. Tools using for the process	. 6
Picture 4. Chopped bittermelon	7
Picture 5. Put ingridients in a bowl	. 7
Picture 6. Blondies dough	8
Picture 7. Heated oven	. 8
Picture 8. Blondies ready to serve	. 8
Picture 9. Peleled kedondong	. 9
Picture 10. Kedondong fruit that have been blended and filterd	9
Picture 11. Put the kedondong curd inside jar and let sit on refrigirator	. 10
Picture 12. Revised recepes	. 10
Picture 13. Nutrition Fact	. 15
Picture 14. Label	.33
Picture 15. Logo	33

#### **EXECUTIVE SUMMARY**

Pak'e blonde e is a blondies that we combine with special ingredients which is bitternmelon. I come up with this idea looking at how most of Indonesian really love dessert and also I want to show that bittermelon is good to combined with b londies. When you eat this Blondies, you will not find the bitter taste yet you will find sweet taste from the blondies because it contain stevia sugar and white chocolate

Pak'e Blonde will be pack in a eco green packaging. Every Package will contain one block of blondies will be sold at IDR40.000. Later, we will develop this blondies into many variation and this blondies can be find at gift stores, supermarkets, restaurants, or can be order through our website and social media.