

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**Jackfruit Vinegar  
(High Magnesium Vinegar Made From Jackfruit to Prevent Osteoporosis)**



**Arranged by :  
Albert Kelvianto Limansaputra  
1574130010067**

**CULINARY ART STUDY PROGRAM  
AKADEMI KULINER DAN PATISERI OTTIMMO INTERNATIONAL  
SURABAYA  
2017**

**RESEARCH AND DEVELOPMENT FINAL PROJECT**  
**Jackfruit Vinegar**  
**(High Magnesium Vinegar Made From Jackfruit to Prevent Osteoporosis)**

Albert Kelvianto Limansaputra  
1574130010067

Approved by:

Supervisor



Irra Chrisyanti Dewi, S.Pd.,  
M.S.M  
NIP.

Examiner I



Asri P.W, STP., M.Sc  
NIP. 19891025 1402 015

Examiner II



Heni Adhianata, STP., MSc  
NIP. 19900613 014 016

Head of Study Program Culinary Art  
Akademi Kuliner dan Patiseri  
OTTIMMO Internasional



Irra Chrisyanti Dewi, S.Pd., M.S.M  
NIP. 197812011702028

Director Academy  
Akademi Kuliner dan Patiseri  
OTTIMMO Internasional



The stamp is circular with a green border and contains the text: OTTIMMO, OTTIMMO, International Master Culinary Academy.

Zaldy Iskandar, B.Sc  
NIP. 19731025 1201 001

## **PREFACE**

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a Research and Development as Final Project. In this project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation

Doing this project report helped us to enhance our knowledge regarding the work into the attitude of consumer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our lecture for their help in supervise our product and making this report

## **EXECUTIVE SUMMARY**

Jackfruit also known as jack tree or fenne, one of the favorite fruit in Indonesian. Jackfruit usually used on dessert menu, such as mix fruit soup, or on fruit salad. In South Asia country Jackfruit can be used for many things like curry, and etc. There's a lots of benefits from Jackfruit itself, such as enhances immunity and may help fighting cancer, because in Jackfruits there's vitamin C that contains many antioxidants, and cancer-fighting phytonutrients such as lignans, isoflavones and saponins. Also, boost magnesium level on body, so it was good for bones. Reduces risk of cardiovascular disease, because in Jackfruits contains healthy dose of vitamin B6. Vitamin B6 falls into a category along with folic acid and vitamin B12 that reduce heart disease. Improve digestion and also aids in preventing Osteoporosis. Not only the fruit, even the seeds was good for skin care, it was for fighting wrinkles, because Jackfruit seeds contains high of proteins. It helps for mental curing mental stress and skin diseases. Prevents anaemia, healthy hair, good eyesight, building muscles, and for prevents indigestions. The protein from the seeds itself was free from cholesterol, and for digestion it must be powdered first, but if eat the seed itself it's okay because it was the source of the dietary fiber.

## TABLE OF CONTENT

<b>CHAPTER I</b> .....	3
<b>INTRODUCTION</b> .....	3
1.1 Background.....	3
1.2 Objective .....	4
<b>CHAPTER II</b> .....	5
<b>PRODUCT DESCRIPTIONS</b> .....	5
2.1 Product Descriptions .....	5
2.2 Materials and Equipment .....	6
2.3 Production Method .....	9
2.4 Material’s Nutrition Value.....	10
2.5 Hazard Analysis and Critical Points (HACCP) .....	12
<b>CHAPTER III</b> .....	13
<b>MARKETING STRATEGY</b> .....	13
3.1 Business Analysis .....	13
3.1.1 Introduction of Industry.....	13
3.1.2 Short Term Objective.....	13
3.1.3 Long Term Objective .....	13
3.1.4 Opportunity.....	14
3.2 Market Environment Analysis .....	14
3.2.1 Industrial Analysis .....	14
3.2.1.1 Threat of New Entry .....	14
3.2.1.2 Supplier Power .....	14
3.2.1.3 Buyer Power.....	15
3.2.1.4 Threat of Substitution .....	15
3.2.1.5 Competitive rivalry .....	15
3.3 Marketing Strategies .....	15
3.3.1 Segmentation, Targeting, Positioning .....	15
3.3.2 Marketing Mix.....	16

3.3.2.1 Product .....	16
3.3.2.2 People .....	16
3.3.2.3 Price.....	16
3.3.2.4 Place .....	16
3.3.2.5 Promotion .....	17
3.3.2.6 Packaging.....	17
3.3.3 TOWS Matrix.....	18
3.3.4 Competitive Advantage .....	18
3.4 Human Resource Management (HRM) .....	19
3.4.1 Team .....	19
3.4.2 Task Breakdown.....	19
3.4.3 System Operation.....	20
3.4.3.1 Person in charge .....	20
3.4.3.2 Working Hour .....	20
3.4.4 Recruiting, Selecting, Interview .....	20
3.4.5 Training .....	20
3.4.6 Performance Appraisal .....	21
3.4.6.1 Salary and Compensation.....	21
CHAPTER IV .....	22
PRODUCT CALCULATION.....	22
4.1 Cost of Production .....	22
4.1.1 Variable Cost.....	22
4.2 Fixed Cost.....	23
4.3 Break Event Point.....	24
CHAPTER V.....	26
CONCLUSION.....	26
5.1 Conclusion .....	26
5.2 Suggestion.....	26
REFERENCE .....	27
APPENDIX .....	28
Attribute of Business.....	28