

RESEARCH AND DEVELOPMENT FINAL PROJECT

FERMENTED PURPLE SWEET POTATO

TURKISH DELIGHT

(TABELY)



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Surabaya, October 21th, 2022



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PREFACE

As for the beginning, I would like to praise and thank God the Almighty for the blessings of his grace and spiritual guidance for me to complete this Research and Development report entitled “Fermented Purple Sweet Potato (TABELY)”. The author has travelled a long journey in the context of completing the writing of this project. Many obstacles were faced in its preparation, but thanks to His will the author could completed the preparation of this thesis. The main purpose of this report is to help each student in Ottimmo International to be creative and innovative as we have to create a new product that has never been in Indonesia or the world.

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

1. Mr. Arya Putra Sundjaja as my R&D advisor helped me with so many things for me to understand the guideline for making this report.
2. My parents who supported and provided me to achieve a good education and as a family role helped me personally.
3. Ms. Yohanna Prasetio who helped me in designing the packaging and labels.
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Surabaya, October 21th 2022



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EXECUTIVE SUMMARY

Tabely is a confection made with starch and sugar which has the flavor of purple sweet potato that has been fermented also known as tape. Purple sweet potato is one of the local raw materials that people can find easily in Indonesia at the existing market. Purple sweet potato is rich in antioxidants and flavor compounds which will give health benefits. Tape is one of the traditional Indonesian foods produced from the fermentation process of carbohydrate foods, such as cassava and sticky rice. Tape can also be made from sweet potatoes because the carbohydrate content of sweet potatoes is relatively high. The combination of the sweet taste of Turkish delight and the taste of fermented purple sweet potato will create a new product with a unique taste.

Tabely will be packaged in modern and small size packaging so that it can attract the attention of consumer. It will use a box of praline chocolate that is parted with bulkhead. In one box, you will get 9 pieces of Turkish delight for Rp. 22.000 per box. The customers can get this product on social media and hopefully one day in supermarkets or other places.

Keywords: *Turkish Delight, Purple Sweet Potato, Tape.*

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