

RESEARCH AND DEVELOPMENT FINAL PROJECT

AROMATIC JAM : HIGH ANTIOXIDANT JAM FROM LEMONGRASS AND DATES



Arranged by :

Angelia Wibowo (1574130010046)

CULINARY ART DEPARTEMENT

**AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL
SURABAYA**

2017

RESEARCH AND DEVELOPMENT FINAL PROJECT
AROMATIC JAM; HIGH ANTIOXIDANT JAM FROM LEMONGRASS AND DATES

Arranged by :
Angelia Wibowo (1574130010046)

Surabaya, August 11st 2017

Approved by :

Supervisor



Heni Adhianata,
STP., MSc.

NIP. 1990 0613 1402 016

Examiner I



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

NIP. 1978 1201 1702 028


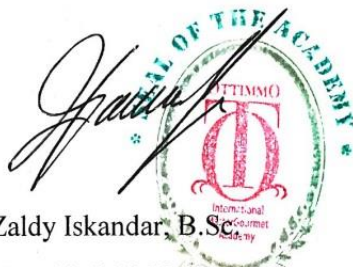
Examiner II



Asri Puspita Wardhani
STP., MSc.

NIP. 1989 1026 1402 017

Director of Akademi Kuliner dan
Patiseri Ottimmo International



Zaldy Iskandar, B.Sc
NIP. 1973 1025 1201 001

Head of Study Program Culinary Art
Akademi Kuliner dan Patiseri
Ottimmo International



Irra Chrisyanti Dewi, S.Pd., M.S.M
NIP. 1978 1201 1702 028

PREFACE

Research and Development is a subject of considerable importance. Advance countries of the world have given greater attention to research and development which is reflected in technological advance, that we have made from time to time in different spheres. This is one of the factors that has contributed to their economic development. In Indonesia like many other developing countries, research and development has not received adequate attention so far. All the same time, there is now increasing realization that something ought to be done to promote it.

We have to make research and development or final project to qualify provided my graduation and competency standard. In this project report we have included detail of ingredients, cooking methods, nutrition fact, marketing strategy, and also product calculation.

Finally, we would like to thank our lecture Mr. Zaldy Iskandar, Ms. Heni Adhianata, and Mrs. Irra for their help in supervise our product and make this report.

TABLE OF CONTENT

PREFACE	ii
TABLE OF CONTENT	iii
LIST OF PICTURE	vi
LIST OF TABLE	vii
EXECUTIVE SUMMARY	viii
CHAPTER 1	1
INTRODUCTION	1
1.1 Background	1
1.2 Objective	2
CHAPTER II	3
PRODUCT DESCRIPTION	3
2.1 Product Description	3
2.2 Materials	3
2.2.1 Lemongrass	3
2.2.2 Dates	5
2.2.3 Water	6
2.3 Equipment and tools	7
2.3.1 Gas Stove	7
2.3.2 Kitchen Digital Scale	8
2.3.3 Measuring Cup	8
2.3.4 Strainer	9
2.3.5 Blender	10
2.3.6 Wooden Spatula	10
2.3.7 Sauce Pan	11
2.3.8 Knife	12
2.3.9 Gastronorm Containers	12
2.3.10 Cutting Board	13
2.4 Production Methods	14
2.4.1 Kitchen Layout	14
2.4.2 Storage	14
2.4.3 Standard Operational Procedure (SOP)	15

2.4.4 Procedure.....	16
2.4.2 Hygiene and Sanitation Procedures	18
2.5 Material’s Nutrition Raw	19
2.5.1 Lemongrass.....	19
2.5.2 Dates	20
2.5.3 Water.....	21
2.5.4 Nutrition value of aromatic jam	22
2.6 Hazard Analysis and Critical Control Point (HACCP).....	23
CHAPTER III	24
MARKETING STRATEGY	24
3.1 Business Analysis	24
3.1.1 Introduction of industry	24
3.1.2 Short term objective.....	24
3.1.3 Long term objective	24
3.1.4 Opportunity	25
3.2 Market environment analysis	25
3.2.1 Industrial analysis.....	25
3.3 Marketing strategies	27
3.3.1 Segmentation, Targeting, and Positioning	27
3.3.2 Marketing mix.....	28
3.3.3 TOWS matrix	30
3.3.4 Competitive advantage	31
3.4 Human resource management	31
3.4.1 Team.....	31
3.4.2 Task breakdown.....	31
3.4.3 System operation	32
3.4.4 Recruiting, Selecting, and Interview	32
3.4.5 Training	32
3.4.6 Performance appraisal	32
CHAPTER IV.....	34
PRODUCT CALCULATION.....	34
4.1 Cost of production.....	34
4.1.1 Variable cost	34

4.1.2 Overhead cost	35
4.1.3 Fixed cost	35
4.2 Break event point (BEP).....	36
CHAPTER V	37
CONCLUSION AND SUGGESTION	37
5.1 Conclusion	37
5.2 Suggestion	37
REFERENCES.....	38
APPENDIX.....	Error! Bookmark not defined.

LIST OF PICTURE

Picture 2.2.1 Lemongrass.....	3
Picture 2.2.2 Dates.....	5
Picture 2.2.3 Water.....	6
Picture 2.3.1 Gas stove.....	7
Picture 2.3.2 Kitchen digital scale.....	8
Picture 2.3.3 Measuring cup.....	8
Picture 2.3.4 Strainer.....	9
Picture 2.3.5 Blender.....	10
Picture 2.3.6 Wooden spatula.....	10
Picture 2.3.7 Sauce pan.....	11
Picture 2.3.8 Knife.....	12
Picture 2.3.9 Cutting board.....	13
Picture 2.4.1 Kitchen layout.....	14
Picture 2.4.2 Storing procedure.....	14
Picture 2.4.3 Standard Operational Procedure.....	15
Picture 2.4.4 Procedure.....	16
Picture 2.5.1 Lemongrass nutrition raw.....	19
Picture 2.5.2 Dates nutrition raw.....	20
Picture 2.5.3 Water nutrition raw.....	21
Picture 2.5.4 Aromatic jam nutrition value.....	22
Picture 3.3.1 Positioning map.....	28
Picture 3.3.3 TOWS matrix.....	30
Picture 3.4.6 Performance appraisal.....	33

LIST OF TABLE

Table 4.1.1 Variable cost.....	34
Table 4.1.2 Overhead.....	35
Table 4.1.3 Fixed cost.....	35

EXECUTIVE SUMMARY

Cymbopogon, better known as lemongrass is a genus of Asian, African, Australian, and tropical island plants in the grass family. Lemongrass is widely used as a culinary herb in Asian cuisines and also as medicinal herb in India. It has a subtle citrus flavor and can be dried and powdered, or used fresh. It is commonly used in teas, soups, and curries. It is also suitable for use with poultry, fish, beef, and seafood. It is often used as a tea in African countries such as Togo and the Democratic Republic of the Congo and Latin American countries such as Mexico. Lemongrass oil is used as a pesticide and a preservative. Research shows that lemongrass oil has antifungal properties. Despite its ability to repel some insects, such as mosquitoes, its oil is commonly used as a "lure" to attract honey bees. "Lemongrass works conveniently as well as the pheromone created by the honeybee's Nasonov gland, also known as attractant pheromones. Because of this, lemongrass oil can be used as a lure when trapping swarms or attempting to draw the attention of hived bees.

Because of that, I have an idea to make jam from lemongrass. And I use dates as an artificial sweetener. So my jam can consumer of all people and can be healthy jam. I saw a marketing opportunity of lemongrass jam mostly among college student and general public in Surabaya. They always challenge to try new coming product and also have tight schedules so they don't have enough time for consuming healthy food that have hommy tas