

CHAPTER IV

RESULT AND DISCUSSION

4.1. Product Result

The color of the herb is yellow old and said the chef and miss the taste of saying this try adding some sourness to reduce the clove flavor , Cloves are too firm and lack the herbal taste . The nutritional value of Indonesian herbal medicine depends on its ingredients. main ingredient is turmeric all the benefits of this Indonesian herbal medicine . Turmeric is a medicinal plant in the form of a shrub and is an annual which is spread throughout the tropics (Anonymous,2023) . Turmeric is potential to be alternative medicine provide a lot of useful content for the body. such as the content of curcumin, sesmetoxicumin, bisdesmethoxycurcumin, rheme, starch, carbohydrates, protein, sulphose, fat, vitamin C, antioxidants, bitter substances, iron, phosphorus, calcium, and essential oils (Anonymous , 2020) . The texture of the turmeric is soft so it's easy to slice and grate. besides being used as a natural food coloring, turmeric is also efficacious as a medicine for digestive diseases (Lusiana Mustinda , 2018) . Turmeric contains 406.7 mg of potassium, 84.9 grams of water and 3.3 mg of iron (Anonymous,2023)

Cloves contain essential oil 16% - 20%, eugenol, acetyl eugenol, carioflen, furtural, metalamiketone, vanillin, tannin, gum, fiber, water, gallatanic acid and calcium oxalate. Clove leaves and branches contain more eugenol than clove flowers (Anonymous,2019) . The nutrients from cloves are 274 kilocalories of energy, 5.97 grams of protein, 13 grams of fat, 65.5 grams of carbohydrates (Dr.Sienny Agustin,2021) .

Cardamom contains 300 calories per 100 grams. Cardamom also contains fiber, carbohydrates, essential oils, potassium, calcium, nutrients, iron, vitamin A, B vitamins, vitamin C and magnesium (Sumanto Pasally, 2020) .

Honey contains sugar and high nutritional value. besides sugar , other components are also contained in honey . such as, minerals, polyphenols, vitamins, amino acids, carotenoids, enzymes, organic acids, and volatile compounds (Anonymous, 2022).

4.2.Nutrition Fact

4.2.1 Nutrition Table

The nutritional turmeric as follows :

Table 4. 1 Nutrition turmeric flour per 100 g

Calorie (kcal)	354
Carbohydrate(g)	9,1
Proteins(g)	10
Fat	0
Antioxidants	167.03 µg

Source : Anonymous,2008 ; Dr.Sienny Agustin , 2021

Turmeric provides many benefits for our body. Turmeric contains curcumin which works to increase the immune system. Increase the body's defense system against viruses or bacteria that cause disease. An ingredient in turmeric called curcumin is an antioxidant that has potent anti-inflammatory effects. thereby reducing nausea (Anonymous , 2023) .

Table 4. 2 Nutrition clove flour per 100 g

Calorie (kcal)	23
Carbohydrate(g)	65,5
Proteins(g)	5,97
Fat(g)	13
Antioxidants(g)	80,95%

Source : Anonymous , 2008 , Dr.Sienny Agustin , 2021

The content that has been divided into how many nutrients, do not be surprised if cloves are often used to treat medical conditions. The following is sharing the benefits of cloves in the world of health, namely reducing toothache, maintaining bone health, and lowering blood sugar levels (Dr.Sienny Agustin , 2021)

Table 4. 3 Nutrition cardamom flour per 100 g

Calorie (kcal)	311
Carbohydrate(g)	68
Proteins(g)	11
Fat(g)	7
Antioxidants(g)	144,339 µg

Source : Anonymous , 2023

Cardamom contains 300 calories per 100 grams. Cardamom also contains fiber, carbohydrates, essential oils, potassium, calcium, sodium, iron, vitamin A, vitamin B, vitamin C and magnesium (Sumanto Pasally , S . TP , 2020)

Table 4. 4 Nutrition honey flour per 100g

Calorie (kcal)	304
Carbohydrate(g)	82
Proteins(g)	3
Fat(g)	0
Antioxidants(g)	0

Source : Anonymous , 2023

Nutritional content Honey contains vitamins, acids, minerals and enzymes that are useful for the human body (Anonymous,2022) .

Table 4. 5 Nutritional Value of Imgrediets used in The Recipe for Cancer Prevention Indonesia Traditional Herbal Drink .

Ingredients	Calories (kcal)	Carbohydrate	Protein	Fat	Fiber
Turmeric (128g)	453	64,939	10	0	6g
Clove (1g)	11	65,5	5,97	13	33,9
Cardamon (6g)	19	68g	11	7	28
Honey (259)	559	822	3	0	2
TOTAL	992	1.020,439	29,97	20	69,9

4.2.2 Nutrition Label

Nutrition Facts	
1 servings per container	
Serving size	1 bottles (200ml)
Amount Per Serving	
Calories	190
% Daily Value*	
Total Fat 20g	26%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 69g	246%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 29g	58%
<small>Not a significant source of vitamin D, calcium, iron, and potassium</small>	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Figure 4. 1 Nutrition Fact of Cancer Prevention Indonesian Traditional Herbal Drink .

4.3 Food Safety and Packaging

4.3.1 Processing and Storage Temperature

Indonesian herbal medicine production which consists of several unit operations which are sequenced in a certain order. Why do you have to use these unit operations, namely size reduction, mixing, forming, and cooking or boiling. Each operating unit has its own intention to prepare Indonesian jamu to proceed to the next stage. Not only the processing unit , but also the quality of the materials will determine the quality of the final product .

Why do we have to grate turmeric because there are many benefits from turmeric water besides that it can help strengthen immunity and overcome this infection it can also maintain our body shape or lose weight besides this it is suitable for those of you who are on a diet (Anonymous,2020). Why do medicinal plants that are used as herbal

medicine have to be boiled this is a practical and widely practiced herbal processing method for home consumption. Boiling aims to move the substances - useful substances from herbs into the water solution (Lusiana Anna , 2011) .

Why is it called jamu which comes from ancient Javanese, namely jampi or usodo. Jampi or usodo means healing using medicinal ingredients (Anonymous,2021).

4.3.2 Shelf Life

Herbal medicine can last 3 days if at room temperature 21 degrees Celsius you can't be more afraid that it will spoil, if you put it in the fridge it can last 6 days .

4.3.3 Product Packaging

Our product packaging is a bottle of material made of plastic material. The main function is to order the main product that is liquid, especially drinks. This plastic bottle also functions to protect drinks or drinking water from the possibility of contamination by foreign objects or other substances that may contaminate the drink so that it is harmful to the body (Anonymous,2022).

The advantages of plastic drinking bottles lie in their weight. This type of bottle is not as heavy as other drinking bottles so it is practically carried anywhere. Plastic drinking bottles are also easy to clean (Anonymous,2023).

The importance of a logo on product packaging is its function as a product reminder symbol for consumers. So using a logo on products or product packaging will help consumers remember our products more easily (Santi Widiastuti,2022).Product label stickers have a function to provide information to potential consumers. Therefore, branding owners need to display various information that describes the product so they know it (Anonymous,2022).

Nutritional label on bottle should contain information about the labels on the packaging of our product's drinking bottles so that we can help consumers choose food that is safe and according to their needs. Consumers can limit these foods and choose foods that suit their needs, if they identify them carefully through the labels on food packages (Humas Sardjito,2022).

Packaging description :

- ❖ Heavy : 12gr
- ❖ Tall : 14 cm
- ❖ Diameter : 5cm
- ❖ Material : PET
- ❖ Color : Clear
- ❖ 200ml plastic bottle

Figure 4. 2 Packaging Description



Figure 4. 3 Plastic bottles

1.Start-Up Capital

Table 4. 6 Start – Up Capital

Tools and Equipment	Quantity	Price (/unit)	Sub Total
Spoon	3	Rp 4,000	Rp 12,000
Wooden spatula	2	Rp 22,000	Rp 44,000
Grater	2	Rp 6,000	Rp 12,000
Knife	2	Rp 86,000	Rp 172,000
Cutting board	2	Rp 45,000	Rp 90,000
Mug	2	Rp 66,000	Rp 132,000
Bowl	2	RP 98,000	Rp 196,000
Stove	1	Rp 600,00	Rp 600,000
TOTAL			RP 1,258,000

2. Labour cost

Table 4. 7 Labour cost

Occupation	Personnel	Salary (/month)	Sub Total
Cook Helper	1	Rp 1,500,000	Rp 1,500,000
TOTAL			Rp 1,500,000

3.Packaging Cost

Table 4. 8 Packaging Cost

Packaging	Quantity	Price (/unit)	Sub Total
Plastic bottles	20 pcs	Rp 800 (/pc)	Rp 16,000
Sticker logo	20 pcs	Rp 2,000(40/pc)	Rp 4,000
Sticker label	20 pcs	Rp 6,000(40/pc)	Rp 12,000
TOTAL(/day)			Rp 32,000
TOTAL(/month)			Rp 640,000

4. Utility Cost

Table 4. 9 Utility Cost

Facility	Quantity	Price (/unit)	Sub Total
Water	19L	Rp 10,000(/L)	Rp 10,000
Electricity	10 kWh	Rp 1,500(kWh)	Rp 15,000
Gas	3kg	Rp 20,000	Rp 20,000
TOTAL(/month)			Rp 45,000

5. Raw Material Cost

Table 4. 10 Raw Material Cost

Raw Materials	Quantity	Price (/unit)	Sub Total
Clove	1g	Rp 12,000(/kg)	Rp 120
Turmeric	125g	Rp 10.000(/kg)	Rp 1,250
Cardamon	6g	Rp 12,000(/kg)	Rp 720
Honey	25g	Rp 52,000(/125g)	Rp 10,400
Water	800cc	Rp 1,000(/L)	Rp 800
TOTAL(/day)			Rp 13,290
TOTAL(/month)			Rp 265.800

6. Rent Cost

Table 4. 11 Rent cost

Facility	Size	Price	Sub Total
Land	15 m x 5 m	Rp 500,000 (/month)	Rp 500,000 (/month)
Building	10 m x 5 m		
Total (/month)			Rp 500,000

7. Total Cost

Fixed Cost = Labour Cost and Rent Cost

Variable Cost = Raw Material Cost , Packaging Cost , and Utility Cost

Total Cost (/month) = Labour + Raw Material + Packaging + Utility + Rent Cost
 = Rp 1,500,000 + Rp 500,000 + Rp 640,000 + Rp 45,000
 + Rp 265.800
 = Rp 2,950,800

4.4.1 selling price

Product Price = $\frac{\text{total cost /month}}{\text{total product units/ month}}$
 = $\frac{\text{Rp 2,950,800}}{\text{Rp 400 bottles}}$
 = **Rp 7,377 / portion**

Product Selling Price = Product Price + (Product Price x Profit Percentage)
 = Rp 7,377 X 30%
 = Rp 2,213,1 + Rp 7,377
 = Rp 9,590 = Rp 10,000