

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Cilembu and peanut-based flakes are one of the innovations to expand the use of Indonesia's local resources. Cilembu sweet potato which is processed into flour in the manufacture of flakes can be one of the food ingredients used to support food product diversification programs. Cilembu sweet potato flour is the main ingredient to replace the use of cereals, and peanuts which are intended to add the nutritional content of flakes. The use of Cilembu sweet potato as the main ingredient for making flakes also reduces and eliminates the use of added sugar in cereal products out there. Seeing the interest in Cilembu sweet potato by market share, there is a possibility that this flakes will also be interested in outside market share so that this product can be expanded in distribution.

In the packaging of cereal products, it is necessary to have an understanding of the products from the cereal itself in order to be able to understand and finally be able to choose the type of packaging and be able to know how to maintain its quality. The packaging used for Cilembu sweet potato and peanut cereal products is a multi-layer flexible packaging in which there are several layers, each layer having its own function so that it can complement the weaknesses of the other layers. There are several things to consider in determining the type of packaging used such as product and packaging characteristics, target market, etc. This cereal will be produced in the amount of 1,500 packs / month with a product price of IDR 12,500 / pack and a 50% profit percentage is taken to produce a product selling price of IDR 19,000 / pack.

5.2 Suggestion

1. further research is needed regarding the chemical characteristics of Cilembu sweet potato and peanut cereals.
2. testing is needed to get the maximum sugar content from Cilembu sweet potato.
3. margarine substitute is needed due to its high sodium content.
4. It is necessary to test the shelf life of the product accurately so that a more precise length of shelf life of the product can be determine.