

CHAPTER V

CONCLUSION & SUGGESTION

5.1 CONCLUSION

In this era of technology and information, people are beginning to think that what they consume is not only based on taste, but also on the nutritional and nutritional content that affect their body health. Jicama Black Milk is a health drink product that is rich in antioxidants and has a fresh and tasty taste to be consumed by all ages but more targeted age 14 years and over.

We make innovation healthy drink "Jicama Black Milk" made from 50% bengkoang juice and 50% black rice to fight the excessive oxidation process in the body. In our opinion, the target market for this product is high due to the increasing public awareness of healthy lifestyle.

We sure this product can compete with other healthy drink on the market and we will always keep the freshness of our products so that consumers who buy our products do not feel disappointed.

5.2 SUGGESTION

- Use honey to make it less calorie for diabetes
- Do filtering process 2 times to eliminate greasy texture.
- Redevlope the packaging to appropriate the market standart.

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