

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Purple sweet potato cookies is one of the complementary food. This product has the advantage of being gluten free cookies and has the number of calories and other nutrients that babies need as complementary food. This product also does not contain preservatives and other chemical ingredients because this product wants to provide healthy food for those who consume it. Purple Sweet Potato has many calories, anthocyanin, vitamins and minerals that has many health benefits. One of the important things that can increase shelf life time is the method technique of cooking and the packaging itself.

In addition, the utilization of purple sweet potato is definitely still wide for the market. To attract consumer buying this product, design, and name of the brand influence the selling product and the brand image of the company and product. The target market of this product is middle low class people where the price is affordable compared to other brands that already doing in this business.

5.2 Suggestion

This Purple Sweet Potato Cookies has a comfort design in packaging and the cookies shape that easy to handle. This product can be carry in any condition even the pieces of cookies that not finished it can be easily lock again and safe, protecting from air that can effect shelf life time or change the texture of the cookies.