

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Moringa leaf are a plant that comes from the Moringaceae tribe and has the Latin name *Moringa Oleifera*. Moringa leaf have often been used in rituals or traditional ingredients, but not many people know about the benefits of Moringa leaf, and not many people are good at processing Moringa leaf into products that are more useful and of economic value. This *Moringa Oleifera* plant can be processed into products that are beneficial to the body, one of which is tea. Tea drink is a drink that is popular with almost all age groups because in addition to providing a refreshing effect it also has health benefits.

The rise of the “back to nature” movement since the 90s has increased public awareness of health. This includes choosing to use medicinal plants or natural medicines compared to chemical drugs which often have side effects. Although medicinal plants react slowly, but natural medicines are believed to be more effective and safer to consume in the long term (Jusnita, Haditjaroko, & Noor, 2014).

Currently the use of Moringa leaf as a food and beverage product because of its good health benefits is growing. Apart from Indonesia, this plant has also spread throughout South Asia, in several Southeast Asian countries, the Arabian Peninsula, tropical Africa, Central America, the Caribbean, and tropical South America. Demand for *Moringa Oleifera* products is also large, this can be seen from the online buying and selling transactions of *Moringa Olifera* products through the e-commerce application, a shop shop, and others, the average monthly transaction reaches two to 3 thousand per month.

Moringa Oleifera is a plant that can maintain stable blood sugar levels. The absence of side effects makes *Moringa Oleifera* safe for people with type 1 and 2 diabetes. *Moringa Oleifera* contains ascorbic acid which helps insulin

secretion (Dhakar et al. In Endang Christine Purba, 2019). *Moringa Oleifera* tea or Moringa tea is a caffeine-free herbal tea, so it is beneficial for health. According to the United States Department of Agriculture (USDA), dried moringa leaf contain various vitamins and minerals. Contains high amounts of essential nutrients such as beta-carotene and amino acids. Therefore consuming Moringa leaf tea has benefits for the body.

Moringa leaf business opportunities can be said to be promising. The business potential of Moringa leaf cultivation by processing it into tea is indeed very good for consumption because this leaf has many benefits and can increase its economic value which has not been considered so valuable in the eyes of the community. Market demand for Moringa leaves is also increasing until it penetrates the world market.

Based on the above problems, the authors are interested in planning and producing Moringa leaf plants to increase their economic value, one of the processing is by processing Moringa leaf into Herbal Moringa Leaf Tea Bags. Therefore the authors are interested in working on this final project with the title “Planning and Making Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags (Aspect of Production)”.

1.2 Identification of the Project

Based on the background described, the identification of the project that emerged was, "What is the Business Planning Process and the Making of Moringa leaf herbal teabags (Aspect of Production)".

1.3 Purpose of the Project

The objectives of this project are divided into 2 (two), namely the general project objectives and the specific project objectives. The project objectives are as follows:

1.3.1 General Project Objectives

The general project objectives to be achieved in the writing of this Final Project are to find out how to **Planning And Making Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags from the Aspect of Production.**

1.3.2 Specific Project Objectives

Specific project objectives to be achieved in project writing the ending is as follows:

1. To find out how the process of Making Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags?
2. To find out the cost of production for the Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags?
3. To find out the obstacles when implementing the production of Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags?
4. To find out the solutions from obstacles when implementing the production of Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags?

1.4 Significance of the Project

Every thing that is done must have benefits, as for the benefits of the Final Project **Planning and Making Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags from the Aspect of Production** are as follows:

1.4.1 For the Author

This writing can be used as additional experience, knowledge and as a guide for the completion of the Final Project which is one of the requirements for completing an Applied Bachelor in the Department of Commercial Administration. It is hoped that this final project can be used as a means to increase the development of the author's creativity and innovation.

1.4.2 For Entrepreneurs

This paper can be used as material for consideration in making decisions about production such as calculating the cost of goods manufactured in particular in the same field.

1.4.3 For the Community

This writing is expected to be an additional information and insight for the public regarding the importance of consuming Moringa leaf-based herbal tea because it is good for the body and facial masks are good for facial skin, and provides information and knowledge to the public on how to process Moringa leaves into products that are good for the skin. more useful and more contemporary.

1.4.4 For Other Parties

The results of this writing are expected to be helpful and used as reference material for further project implementation with the same project.

1.5 Place of Project Implementation

The place for the final project of the production process is carried out at the house of one of the business owners Herbal Kelor Leaf (*Moringa Oleifera*) Tea Bags the marketing division which is on Bantan Senggoro Street, Gg. Sengon, Bengkalis District, Bengkalis Regency.

1.6 Writing System

In order to provide a clear picture of the writing of this project, a systematic writing was arranged containing information about the materials discussed in each chapter. Systematics of writing is as follows:

CHAPTER I : INTRODUCTION

In this chapter the author describes the background of the project, project identification, project objectives, project

benefits, place and time of project implementation, and systematic writing.

CHAPTER II : LITERATUR REVIEW

In this chapter the author describes the theories that are relevant to the subject in this final project, which consists of two theories namely the general theoretical basis of the project and project specific theoretical basis.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the project preparation plan, project implementation plan, project accomplishment plan and project reporting plan consisting of reports on the implementation of project activities and financial reports on the implementation of project activities.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author will describe the activity profile and project implementation activity reports which consist of project preparation, project implementation, and project accomplishment, including accomplishment of project activities and accomplishment of project finance

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains conclusions from the discussion that has been described as well as with suggestions as the final description of the report.