

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Production is the core of a business and the kitchen of that business. If production activities stop, then all activities in the business will stop. Likewise, if there are various obstacles in production activities, business activities will be disrupted. Without the production department, a business will not run because no goods are produced and sold.

In detail, production planning can be defined as a process to produce products or goods in a certain period that is predicted or scheduled through organizing resources, both labor, raw materials, and other equipment. In running a business, there needs to be an interesting innovation, namely Mimilk Goldates.

Usually people only bought food because it was delicious and cheap, especially for the lower middle class. These two things become the main priority in buying food first do not really think about the nutritional content and nutrients contained in the food to buy.

But lately, the tendency of our society to buy food is to pay attention to the taste, the nutrients contained in the food, then think about the price. According to Maharani et al (2020) milk is an a nial food source that plays a role in human life because it contains various nutritional components. Indonesia's level of milk consumption is still relatively. Low as one of an attempt to increase milk consumption, various kinds of processed milk product with a more modish aroma and form were made. Not all of the quality of the processed milk product sold can be guaranteed.

Golden Valley dates contain folate, B vitamins, vitamin K, manganese and various types of antioxidants, including lutein and flavonoids. The benefits of dates for our bodies include being free from constipation problems, digestive disorders, heart problems, anemia, sexual dysfunction, diarrhea, stomach cancer, and other conditions. Dates are very good for weight gain, dates are rich in

vitamins, minerals and fiber. Therefore, we want to make snacks that are rich in benefits for our bodies, namely making milk as our main object. The original honey that we use is also very good for the health of the human body, because real honey is rich in its own properties.

The final project that will be run called Mimilk Goldates is a beverage business engaged in the culinary field. Mimilk Goldates is as delicious and has the same benefits as other date milk, but it is a little different from the others because we add extra honey which will further enhance the properties contained in the date milk. This drink can be consumed by all walks of life, especially children, and the taste is no less delicious than other honey date milk. The reason for choosing honey date milk to be marketed is because it is known that milk is one of the drinks that is quite popular and is in great demand by the public. Not only delicious, milk also has a number of benefits that are good for the health of the human body.



Figure 1.1 Mimilk Goldates Product

Source : Processed data, 2022

Mimilk Goldates is sold at a relatively cheap price and easily affordable by all people. Both children, teenagers and adults. Based on the description above, the author makes a Final Project with the title "**Planning and Production of Mimilk Goldates Product**".

1.2 Identification of the Project

Based on the background described above, the identification of this final project is how to plan and produce a Mimilk Goldates business in the city of Bengkalis.

1.3 Purpose of the Project

1.3.1 General Purpose

The general objective of this final project is to find out how to plan and produce Mimilk Goldates from the production aspect.

1.3.2 specific Purpose

The specific projects to be accomplished in this final project are as follows:

1. To find out the management of the supply of raw materials used in the production of the Mimilk Goldates project.
2. To find out how the process of producing Mimilk Goldates.
3. To find out the cost of production of Mimilk Goldates.

1.4 Significance of the Project

Everything that is done there must be a benefit, as for the benefits of Final Project production and planning of Mimilk Goldates are as follows:

1. For Writers

This writing can be used as additional experience, knowledge and as a guide in completing the Final Project which is one of the requirements to complete an Applied Bachelor in the Department of Commerce Administration. It is hoped that this Final Project can be used as a means to improve the development of creativity and innovation of writers.

2. For Entrepreneurs

This writing can be used as material for consideration in making decisions about production which is carried out especially in the same field, namely the Mimilk Goldates business.

3. For Community

This writing is expected to be additional information and insight for the public regarding the importance of consuming Mimilk Goldates because it has a good taste and can be consumed by all people and provides information to the public about how to process Mimilk Goldates products into products that are liked by everyone and have high quality.

4. For Other Parties

The results of this paper are expected to help and be used as reference material for the implementation of the next project with the same project.

1.5 Place and Time of project Implementation

The location for the final project of business production and planning of Mimilk Goldates is as follows:

1.5.1 Project implementation site

The place for the implementation of this final project for the production process is at Jl, HJ Usman Zein Jln. Pramuka Bengkalis.

1.5.2 Project execution time

Production execution time starts from August – December 2022 with 23 production times.

1.6 Systematics of Project Writing

So that the writing of this project report can be arranged systematically and neatly, it is necessary to write a systematic report. The following is a systematic writing of this final project:

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 writing systematics.

CHAPTER II : LITERATURE REVIEW

In this chapter, the author describes the theory needed to strength then the rationale for project creation and project design that will be discussed, namely previous research, entrepreneurship, and production.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCES

In this chapter, the author describes the project preparation plan, project implementation plan, project completion plan, project reporting plan (project activity implementation report and project activity implementation financial report).

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the author describes the analysis of the results of the final project, namely the report on the implementation of the final project.

CHAPTER V : CLOSING

This chapter contains several conclusions and suggestions as an overview of the final project report.