

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In specific meaning, production planning can be defined as a process to produce products or goods in a certain predictable period or scheduling through organizing resources, labor, and even raw materials and other equipment. In running a business, it is necessary to have an interesting innovation, namely Jamu Kunyit Asam Mbatu.

Production is the core of a business and the product manufacturing process is very influential in doing production. If production activities stop, then all business activities will also stop. Likewise, if there are various obstacles in production activities, the activities in the business experience disruption. Without the production section, a business will not run, because there are no goods produced and sold.

In the production of Jamu Kunyit Asam Mbatu, Javanese people in particular and Indonesian people, in general, have long used natural medicinal plants as antidotes, inhibitors, and diseases in the body. Local wisdom about the efficacy of natural medicinal plants is an ancestral heritage that is still proven and safe. Since ancient times, human health has been a major concern not only in Indonesia but several countries such as Latin America, Africa, and India (Sumarni et al, 2019).

In the millennial era, people only buy drinks because of their good taste, appearance, and price. These are some of the things that make it a top priority for consumers to buy drinks. The Consumer does not think about the nutritional content of what they buy. Moreover, lately the tendency of its society to consume drinks that paying more attention to nutritional content. This is even more so in the condition of covid-19 which is still circulating in Indonesia, which makes people pay more attention to food and drinks that contain good nutrition to increase endurance. Where Jamu Asam Kunyit Mbatu is a drink made using fresh ingredients, namely: Turmeric contains protein, calcium, vitamin C, iron, and turmeric which can work as

antioxidants in the body. Then turmeric contains other important substances, namely anti-catarhal substances. The content of this catalyst serves to fight viruses and bacteria that attack the respiratory tract. Besides that, white turmeric is a good source of starch and energy. The roots contain essential oils that are useful for medicine and various other ingredients, such as turmeric, a strong anti-inflammatory, as well as compounds that have antimicrobial, antifungal, antiulcer, antivenom, and anticancer functions to cells from damage. Ginger has properties to treat impotence, cough, aches, headaches, rheumatism, backache, and colds. Ginger is also loaded with antioxidants, which are compounds that can prevent stress and damage the body and fight chronic diseases, such as high blood pressure, heart disease, and lung disease.

Guava leaves contain nutrients such as vitamin C, antioxidants, flavonoids, as well as anti-inflammatory properties that provide benefits for the digestive system, Relieve menstrual pain, lower blood sugar levels, maintain heart health, inhibit cancer cell growth, protein, fiber, minerals, including, potassium, phosphorus, magnesium, iron, calcium, selenium, and zinc, Vitamins, including vitamin C, vitamin B, vitamin K and folate. In addition, aromatic ginger contains essential oils and compounds that have antioxidant, anti-inflammatory, antibacterial, and anti-pain properties. Various types of natural medicinal plants as ingredients for traditional medicine are widely grown in Indonesia, especially natural plants and spices in traditional medicinal ingredients.

Gotukola leaves contain asiaticoside, thankunside, isothankunside, madecassoside, brahmoside, brahminoside, brahmicacid, madasiatic acid. Benefit relieves fever, including tonsillitis, sore throat, bronchitis, cures infections and urinary tract stones. Reduces blood, coughs up blood, nosebleeds, reduces red eyes, reduces stomach pain, intestinal worm increases appetite. Betel leaf contains various substances such as essential oils, carotene, nicotinic acid, riboflavin, and thiamine. In addition, there are still vitamin C, tannins, amino acids, starch, attaches, sugar, and kavikol. These ingredients are beneficial for health, namely: Kills germs, eliminates body odor, relieves soreness, prevents bleeding, helps heal wounds on the skin,

overcoming disorders, overcoming respiratory disorders. Acid is rich in carbohydrates, calories, protein, fat, calcium, iron, vitamin A, vitamin B, vitamin C, air, phosphorus and other compounds that are beneficial to the human body. Empirically, the acid is used in the treatment of cancer sores. Various types of natural medicinal plants as ingredients of traditional medicine are widely grown in Indonesia, especially natural plants and spices in traditional medicinal ingredients.



Figure 1.1 Jamu Kunyit Asam

Source: Processed Data, 2022

Jamu Kunyit Asam Mbatur is different from other Jamu, because Jamu Kunyit Asam Mbatur is a homemade ingredient that suits the tastes of millennial this drink tastes no less than the drinks that are trending right now. The reason for choosing Jamu to be marketed is because it is known that Jamu Kunyit Asam is a traditional drink that has been consumed for generations and also Jamu Kunyit Asam Mbatur has a number of benefits for health and restoring existence in this day and age.

In addition, as seen in the Bengkalis area, many sell herbs that are packaged using plastic bags and even use glasses that are less hygienic because the glasses used

by buyers are used continuously and washed as necessary. For this reason, The Author will do the packaging of the Jamu Kunyit Asam Mbatur product using a bottle with the drink's own characteristic design, for the bottle packaging design is no less competitive with trending beverage packaging in this day and age.

Jamu Kunyit Asam Mbatur is sold at cheap and affordable prices by all people, good for teens and adults. In this product The Author use bottle packaging. Based on the description above, The Author makes a Final Project with the title **"Planning and Production of Jamu Kunyit Asam Mbatur "**.

1.2 Identification of the Project

Based on the background that has been described above, the identification of this final project is how to plan and produce of Jamu Kunyit Asam Mbatur?

1.3 Purpose of the Project

The purpose of this project is divided into two, namely the general purpose of the project and the specific purpose of the project. The project objectives are as follows:

1.3.1 General Purpose of the Project

The general objective of the project to be achieved in this final project is to know how to plan and make "Jamu Kunyit Asam Mbatur" from the production aspect.

1.3.2 Project Specific Purpose

The specific purpose of the project "Jamu Kunyit Asam Mbatur" to be achieved in writing this final project is as follows:

1. To find out the raw materials used in the producing of Jamu Kunyit Asam Mbatur
2. To find out the process of making Jamu Kunyit Asam Mbatur
3. To find out the total production costs incurred to make Jamu Kunyit Asam Mbatur.

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties, as for the benefits of final project planning and production of Jamu Kunyit Asam Mbatur are as follows:

1. for Writer

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 Writer.

2. for Entrepreneurs

This writing can be used as a material consideration in making decisions about business planning and making that is done especially in the same field.

3. for Communities

This writing is expected to be additional information and insight for the community regarding the importance of consuming Jamu because it has a delicious and healthy taste and can be consumed by all people and provides information to the public about how to process Jamu Kunyit Asam Mbatur products which are products that are liked by everyone and have good 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 place for carrying out the final task of business planning and making "Jamu Kunyit Asam Mbatur" at home to be precise on the street of the Jalan Pangkalan Batang Barat

1.6 Writing Systematics

The systematics of writing that will be carried out for the project “Planning and Production of Jamu Kunyit Asam Mbatur” are as follows:

CHAPTER 1: 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 2: LITERATURE REVIEW

In this chapter, The Author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research, entrepreneurship, and production.

CHAPTER 3: PROJECT COMPLETION METHODS AND PROCESSES

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 4: RESULTS AND DISCUSSION

In this chapter The Author describes the analysis of the final project results, namely the final project implementation report.

CHAPTER 5: CLOSING

This chapter contains a number of conclusions and suggestions as a description of the final project report.