



SAMBAL PECAL CEKUR WARISAN

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DIPLOMA IN BUSINESS STUDIES

SESSION 1: 2024/2025

POLITEKNIK SULTAN SALAHUDDIN ABDUL AZIZ SHAH

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A project report that is submitted in partial of fulfilment of the requirement for the award of Diploma in Business Studies.

COMMERCE DEPARTMENT

SESSION 1: 2024/2025

DECLARATION OF ORIGINALITY

TITLE: SAMBAL PECAL CEKUR WARISAN

SESSION: I 2024/2025

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2. We verify 'this project' and intellectual properties are our original work without any plagiarism from any sources.

3. We agree to release the project's intellectual properties to the above said polytechnic in order to fulfil the requirement of being awarded a **Diploma in Business Studies.**

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LETTER OF AUTHORIZATION

We declare that the work in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, otherwise indicated or acknowledged as referenced work.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Undergraduate, Polytechnic, regulating the conduct of our study and research.

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We are deeply grateful for the time and effort that have been invested in refining and enhancing our concept have significantly enriched the proposal, and we truly appreciate the creative and strategic input each of that has provided.

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ABSTRACT

The Sambal Pecal Cekur Warisan project is an initiative aimed at preserving and promoting Malaysia's rich culinary heritage, particularly through the revitalization of Sambal Pecal, which features the unique flavor of cekur (aromatic ginger). This project seeks to bridge traditional cooking practices with modern consumer trends by offering high-quality, authentic sambal products that resonate with both local and international markets.

The project emphasizes not only the preservation of traditional recipes but also the cultural significance of sambal in Malaysian cuisine. It aims to enhance customer satisfaction and loyalty by introducing Sambal Pecal Cekur Warisan as a signature dish, appealing to health-conscious consumers through the use of fresh, natural ingredients. The project also supports local farmers and producers, contributing to the economic empowerment of rural communities.

By fostering greater awareness of culinary heritage and innovative food practices, the Sambal Pecal Cekur Warisan project aspires to establish a unique identity for itself in the food industry, ensuring that Malaysia's gastronomic traditions are celebrated and sustained for future generations.

ABSTRAK

Projek Sambal Pecal Cekur Warisan adalah inisiatif yang bertujuan untuk memelihara dan mempromosikan warisan kulinari Malaysia yang kaya, khususnya melalui revitalisasi sambal pecal yang menampilkan rasa unik cekur (halia aromatik). Projek ini berusaha menghubungkan amalan memasak tradisional dengan pengguna moden dengan menawarkan produk sambal yang berkualiti tinggi dan autentik yang menarik minat pasaran tempatan dan antarabangsa.

Projek ini menekankan bukan sahaja pemeliharaan resipi tradisional tetapi juga kepentingan budaya sambal dalam masakan Malaysia. Ia bertujuan untuk meningkatkan kepuasan dan kesetiaan pelanggan dengan memperkenalkan Sambal Pecal Cekur Warisan sebagai hidangan tanda, menarik kepada pengguna yang mementingkan kesihatan melalui penggunaan bahan segar dan semula jadi.

Dengan memupuk kesedaran yang lebih besar tentang warisan kulinari dan amalan makanan yang inovatif, projek Sambal Pecal Cekur Warisan berhasrat untuk membina identiti unik dengan industri makanan lain, memastikan bahawa tradisi gastronomi Malaysia diraikan dan dipelihara untuk generasi akan datang.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Sambal Pecal Cekur Warisan is a traditional dish known for its flavourful and aromatic qualities. It is made using “cekur” a type of ginger that gives the dish a distinctive earthy and slightly peppery flavour. Sambal Pecal Cekur Warisan is typically served with a variety of fresh vegetables and sometimes paired with tofu or tempeh, making it a nutritious and balanced meal. The sambal, a spicy chili paste, adds a fiery kick to the dish, complementing the freshness of the vegetables.

The key ingredient, Cekur, is a lesser-known herb in the ginger family that adds depth to the sambal’s flavour profile. It is blended with chilies, garlic, peanuts, and other spices to create a rich and spicy paste. This sambal is then mixed with vegetables like cucumbers, bean sprouts, and long beans, creating a vibrant, colourful, and delicious dish. The balance of spicy, earthy, and fresh flavours makes Sambal Pecal Cekur Warisan a unique and exciting option for those who enjoy bold, authentic tastes.

Sambal Pecal Cekur Warisan is often made using fresh, locally sourced ingredients. Its simplicity and versatility have made it a beloved dish in many Southeast Asian households. Whether served as a side or a main dish, Sambal Pecal Cekur Warisan captures the essence of traditional Southeast Asian cooking, with its emphasis on fresh, bold, and natural flavours.

1.2 BACKGROUND OF PROJECT

The Sambal Pecal Cekur Warisan project is an effort to reintroduce a traditional Malay dish to the modern food industry. Sambal pecal, a vegetable salad paired with peanut sauce, is enhanced by the use of cekur (aromatic ginger), a herb prized for its distinctive flavor and health benefits. Historically, this dish was a staple in rural Malay and Javanese households. The project's goal is to preserve this heritage while adapting it for today's market, focusing on its unique flavors and health-conscious appeal to attract both local and global consumers.

In recent years, the food industry has shifted toward embracing traditional and authentic cuisines, as consumers increasingly seek out unique, artisanal, and culturally rich food products. The Sambal Pecal Cekur Warisan project taps into this trend, positioning itself as a premium product that blends heritage with health. By emphasizing its natural ingredients, such as cekur, which is known for its digestive benefits, the project aligns with the global movement toward healthier, plant-based, and organic foods. This makes sambal pecal cekur not only a nostalgic dish for older generations but also an appealing, nutritious option for modern consumers who value wellness in their diets.

Furthermore, the project incorporates sustainable agricultural practices by sourcing cekur and other ingredients from local farmers. This focus on sustainability not only ensures the product's quality but also appeals to eco-conscious consumers who prioritize ethical and environmentally friendly production methods. The project contributes to the growth of the rural economy by supporting small-scale farmers, offering them a platform to bring their produce to a larger market. In doing so, Sambal Pecal Cekur Warisan strengthens the connection between traditional agriculture and the modern food industry, showcasing how heritage-based products can thrive in today's competitive market.

Ultimately, the Sambal Pecal Cekur Warisan project is more than just a culinary initiative—it's a fusion of cultural preservation, modern entrepreneurship, and sustainable development. By leveraging the growing demand for authentic, heritage-rich food products, the project aims to carve out a niche in both local and international markets.

1.3 PROBLEM STATEMENT

The traditional recipe and preparation methods of Sambal Pecal Cekur Warisan are at risk of being forgotten due to modernization and changing dietary habits. Documenting and preserving these practices are essential to keep this cultural heritage alive.

Despite its unique flavor, Sambal Pecal Cekur Warisan struggles to reach a broader audience because of limited distribution channels and lack of branding. Expanding its visibility through better branding and wider distribution would allow more people to experience it.

Many consumers are still unfamiliar with Sambal Pecal Cekur Warisan and its uses. Increasing awareness of its health benefits and culinary versatility could drive demand and appreciation for this traditional product.

As production scales up, maintaining the quality and authenticity of Sambal Pecal Cekur Warisan becomes challenging. Standardizing production practices is key to ensuring consistency in taste and quality.

Lastly, sustainable sourcing is essential for long-term production, as the ingredients used may face supply challenges. Developing reliable, sustainable sources will ensure the product's future while supporting environmental values.

1.4 OBJECTIVES

1. To innovate in product offering
2. To cater to the growing demand for authentic and ethnic foods.
3. To leverage consumer preferences for natural and organic products.
4. To expand market reach via e-commerce and modern retail channels.

1.5 PROJECT QUESTIONS

1. How can a company innovate in its product offering to meet evolving customer demands and stay competitive in the market?
2. How can companies adjust their product offerings to meet the increasing demand for authentic and ethnic foods while ensuring authenticity and quality?
3. How can a business take advantage of consumer preferences for natural and organic products to enhance its market position?
4. What strategies can a company implement to expand its market reach through e-commerce and modern retail channels?

1.6 SCOPE OF PROJECT

To ensure consistency in taste, texture, and quality, refining the original recipe for Sambal Kacang Pecal Cekur Warisan is essential. This helps maintain the authentic flavour consumers expect with each purchase. Understanding the preferences and purchasing behaviour of the target market is also important; analysing what drives consumer choices and their willingness to pay for premium traditional foods can guide decisions on product presentation and marketing.

Pricing Sambal Kacang Pecal Cekur Warisan appropriately is key, as it should reflect the quality and authenticity of the product while remaining attractive and competitive in the market. Sourcing high-quality ingredients is another crucial aspect—building strong relationships with local farmers and suppliers for peanuts, spices, and other components ensures a reliable supply and supports local communities.

1.7 SIGNIFICANCE OF PROJECT

Promoting Sambal Pecal Cekur Warisan is not only a way to preserve its cultural heritage but also an opportunity to introduce its rich flavors, history, and traditional preparation to a wider audience. By actively sharing the story and uniqueness of this dish, we can foster a greater appreciation for its place in traditional cuisine. Ensuring high-quality ingredients and exceptional service further enhances customer satisfaction, creating a positive dining experience that encourages loyalty and repeat visits. Consistently meeting customer expectations can lead to strong word-of-mouth recommendations, helping the brand grow.

Positioning Sambal Pecal Cekur Warisan as the signature offering also strengthens brand identity, making it the centerpiece of the menu and establishing a memorable connection between the dish and the business. This helps attract customers seeking an authentic experience, positioning Sambal Pecal Cekur Warisan as a unique, must-try option. Additionally, emphasizing the dish's health-conscious qualities, with its fresh, plant-based ingredients and associated health benefits, appeals to wellness-minded consumers. By highlighting Sambal Pecal Cekur Warisan as both nutritious and delicious, we can attract a diverse range of customers who value healthful dining choices.

1.7.1 SWOT Analysis

<p>STRENGTHS</p> <p>1. Unique Flavour Profile</p> <p>The inclusion of Cekur adds a distinctive taste and aroma, differentiating the product from other peanut sauces on the market.</p> <p>2. Convenience</p> <p>The dried, ready-to-use format simplifies preparation and extends shelf life, making it convenient for busy consumers.</p> <p>3. Health Benefits</p> <p>Cekur offers potential health benefits, such as anti-inflammatory properties, which can appeal to health-conscious consumers.</p>	<p>WEAKNESSES</p> <p>1. Unfamiliar Ingredient</p> <p>Cekur may be unfamiliar to some consumers, potentially limiting initial acceptance and requiring additional educational efforts.</p> <p>2. Limited Awareness</p> <p>Being a niche product, there may be limited brand recognition and market presence initially, affecting initial sales and growth.</p>
<p>OPPORTUNITIES</p> <p>1. Growing Health Trends</p> <p>Increasing consumer interest in health-conscious and natural food products can drive demand for Sambal Kacang Pecal with Cekur.</p> <p>2. E-commerce Expansion</p> <p>Utilizing online platforms and partnerships with e-commerce marketplaces provides opportunities for broader market reach and convenience for consumers.</p>	<p>THREATS</p> <p>1. Market Competition</p> <p>The presence of established brands with similar products may create significant competition, making it challenging to capture market share.</p> <p>2. Supply Chain Risks</p> <p>Dependence on specific ingredients like Cekur could lead to supply chain disruptions or price fluctuations affecting production costs.</p>

1.8 OPERATIONAL DEFINITION

To ensure consistency in taste, texture, and quality, refining the original recipe for Sambal Kacang Pecal Cekur Warisan is essential. This helps maintain the authentic flavour consumers expect with each purchase. Understanding the preferences and purchasing behaviour of the target market is also important; analysing what drives consumer choices and their willingness to pay for premium traditional foods can guide decisions on product presentation and marketing.

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1.9 SUMMARY

The Sambal Pecal Cekur Warisan Project is an initiative aimed at preserving and promoting Malaysia's rich culinary heritage, particularly through the revitalization of sambal pecal, which features the unique flavour of cekur (aromatic ginger). This project seeks to bridge traditional cooking practices with modern consumer trends by offering high-quality, authentic sambal products that resonate with both local and international markets.

The project emphasizes not only the preservation of traditional recipes but also the cultural significance of sambal in Malaysian cuisine. It aims to enhance customer satisfaction and loyalty by introducing sambal pecal cekur as a signature dish, appealing to health-conscious consumers through the use of fresh, natural ingredients. The project also supports local farmers and producers, contributing to the economic empowerment of rural communities.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provides an in-depth exploration of the existing literature and studies related to the field of interest. A comprehensive review of previous investigations is essential to establish the foundation upon which this research is built. By critically examining past studies, this chapter aims to identify key themes, methodologies, and findings that are relevant to the research objectives. It also highlights gaps in the existing body of knowledge, which this study seeks to address. The subsequent sections will delve into these studies and provide a synthesis of their contributions to the field. Finally, the chapter concludes with a summary, bringing together the key insights from the reviewed literature.

2.2 DESIGN THINKING MODEL

Design Thinking is a problem-solving approach that emphasizes placing the consumer's needs at the forefront. It focuses on observing, with empathy, how individuals engage with their environments and adopts a hands-on, iterative method to develop innovative solutions. As a "people-centred" approach, Design Thinking uses data from real consumer interactions with a product or service rather than relying on assumptions made by organizations or others. To maintain this human-centered focus, designers must closely observe how users interact with products and make necessary adjustments to improve the experience. The iterative nature of Design Thinking encourages rapid prototyping and testing instead of lengthy research or analysis. Unlike traditional problem-solving, which follows a linear path from problem identification to brainstorming solutions, Design Thinking is an ongoing process that continually evolves ideas in response to customer needs. The five phases of this process include Empathy, Define, Ideate, Prototype, and Test, and it is particularly effective in addressing ambiguous or poorly defined problems.

1. Empathy

In this first stage, the designers closely observed how consumers interact with or are affected by a product or issue to gain a deeper understanding. Empathy is crucial during these observations, as it involves withholding judgment and avoiding the imposition of preconceived notions about what the customer needs. Observing with empathy is valuable because it can uncover issues the client may not have been aware of or struggled to articulate. This approach makes it easier to grasp the human need that the design aims to address.

2. Define

In the second stage, you compile the observations made during the first phase to clearly define the problem you aim to solve. Consider the challenges your consumers consistently encounter, the obstacles they frequently face, and what you've learned about how the issue impacts them. By synthesizing these insights, you can accurately define the problem they are experiencing.

3. Ideate

The next step involves brainstorming potential solutions for the problem you've identified. This ideation process can take place in a group setting, such as a collaborative and creative office space or an innovation lab, or it can be done individually. The key is to generate a wide range of ideas. By the end of this process, you will have a few promising ideas to pursue further.

4. Prototype

This stage involves transforming ideas into tangible solutions. Prototypes aren't meant to be flawless; their purpose is to quickly create a working version of the idea to gauge how consumers respond to it. Examples of prototypes might include a landing page to assess customer interest in a product or a video showcasing improved logistics processes.

5. Test

After presenting a prototyped solution to consumers, it's essential to observe how they interact with it. This testing phase allows you to gather feedback on your work. The design-thinking process is iterative rather than Linear, meaning that by the end of this fifth stage, you may need to revisit one or more previous stages. Testing might reveal the need for a new prototype, requiring you to return to the fourth stage. Alternatively, it might show that you've misunderstood the consumer's needs, prompting you to revisit an earlier phase in the process.

2.3 PREVIOUS STUDIES/ REVIEW/ INVESTIGATION

Sambal Pecal Cekur Warisan can be described as a traditional, heritage peanut-based sauce incorporating aromatic ginger (cekur). This sauce is known for its rich, creamy texture derived from ground peanuts, balanced by a spicy kick from chilies and a unique earthy flavour provided by the cekur (aromatic ginger). Additional ingredients such as garlic, palm sugar, and lime leaves are used to enhance its taste, making it tangy, sweet, and aromatic. The inclusion of cekur distinguishes this variation of peanut sauce from others, contributing a distinctive fragrance and health benefits. This sauce is often paired with fresh or boiled vegetables, but it can also serve as a dipping sauce for fried snacks.

The preparation typically involves frying or roasting peanuts and spices, then grinding them together to form a paste. The mixture is then blended with other spices and sometimes tamarind or lime juice to balance the flavors.

2.4 SUMMARY

This chapter provides valuable insights into the Design Thinking process, offering a structured framework for tackling complex problems by prioritizing user needs. It highlights the significance of empathy in understanding consumer behaviour and preferences, which can lead to more effective and innovative solutions. Additionally, the review of previous studies on Sambal Pecal Cekur Warisan informs how traditional products can evolve in response to modern consumer demands, showcasing the potential for adaptation and innovation in product development.

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

This chapter outlines the methodology and design framework employed in this research. It provides a detailed explanation of the project's design, including the specific methods, procedures, and techniques used to achieve the research objectives. The chapter also discusses the materials and equipment essential for the successful execution of the project. Additionally, it describes the data analysis methods that will be utilized to interpret and evaluate the results obtained. By presenting the research design systematically, this chapter ensures transparency and replicability of the study. The following sections break down each component of the methodology in detail.

3.2 PROJECT DESIGN

Sambal Pecal Cekur Warisan has determined that adopting the Design Thinking Process as a framework in product design and development is the most effective method to proceed. In addition, a qualitative research method was used to produce this product, where we interviewed 10 members of the public and also conducted some observations among government employees to collect their feedback to find out the respondents' feedback on our product Sambal Pecal Cekur Warisan.

3.3 METHOD/ PROCEDURE/ PROJECT PRODUCTION TECHNIQUE

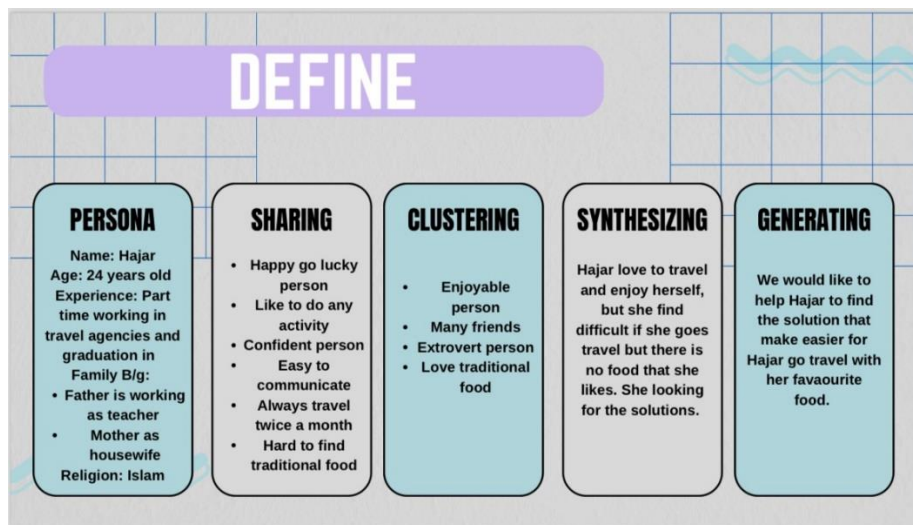
Design thinking is the human process of creating new and innovative ideas that prioritizes empathy, collaboration and experimentation. This includes empathizing with users and their problems, thinking of new solutions from the ground up and prototyping those ideas to prove them. This process generally consists of five (5) stages, empathy (understanding the user), defining (determining the problem to be solved) ideation (creating a possible solution for this problem); prototyping (the realization of these ideas in a tangible way) and testing (evaluating whether what is being done really works as expected). Design thinking is used in almost everything we do today: product design, business strategy and planning to social innovation — creating solutions that work but are also desirable.

3.3.1 Empathy

The process of empathy is done by interviewing and observing students, lecturers and friends of Sultan Salahuddin Abdul Aziz Shah Polytechnic. From interviews and observations, we managed to understand the problems faced by students and staff because they do not know and think that all peanut sauces are the same and do not expand their knowledge about heritage sambal pecal sauce that still maintains the traditional recipe. We wrote empathy maps using Jamboard.

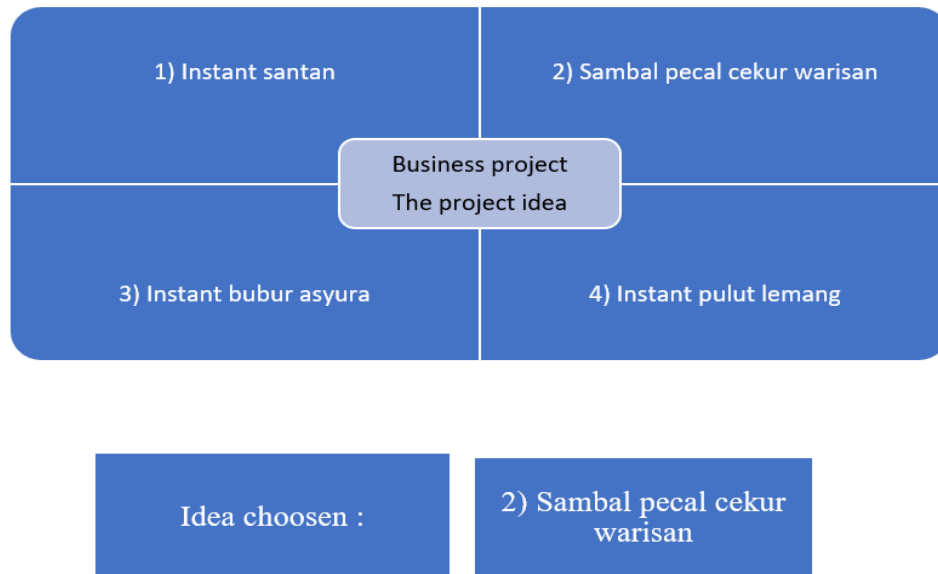
3.3.2 Define

After empathy, we gathered all the findings from different aspects as in students, lecturers and PSA staff. A few of our findings show that many of them also do not know about this cekur fruit and its use in making this sambal cekur sauce because as time progresses many forget traditional foods because no one innovates and reintroduces them.









3.3.3 Ideate

We propose possible solutions once we are clear about the matter apart from the problem. We discussed a lot of things to develop outside of what was attacked. We managed to get rid of everything that had been implemented, encountered general problems or didn't solve the problem in the first place and now have some ideas for our prototype.






3.4 MATERIALS AND EQUIPMENT

1. Cooking oil	
2. Shrimp paste	
3. Sugar	
4. Shallots	
5. Nuts	

6. Cekur	
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3.4.1 Process of making Sambal Pecal Cekur Warisan

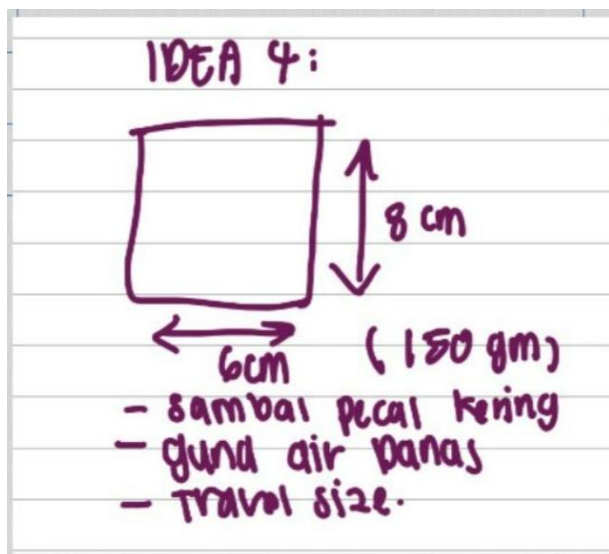
Step 1: Fry the peanuts, shallots, and aromatic ginger (cekur) separately.	
Step 2: Using the same oil, fry the dried chilies and shrimp paste (belacan) together.	
Step 3: Blend the fried ingredients in small batches using a dry blender, then mix all the ingredients thoroughly until well combined.	

Step 4: Finally, season with salt and additional seasoning to taste according to your preference.



3.4.2 Prototype

After short-listing our ideas, we bring our ideas to life by creating prototypes. The rough prototype was named Sambal Pecal Cecur Warisan by putting the solution to test it and highlighting any constraints or weaknesses. The purpose of creating a prototype is to test the taste and durability of the food so that it is safe to eat.



3.5 METHOD OF COLLECTING DATA

The data of this study was collected from students, lecturers and staff of Sultan Salahuddin Abdul Aziz Shah Polytechnic. Data will be collected using observation and interview techniques given to respondents. Interviews and observations were conducted at the polytechnic. The number of interviewers at that level is 10 people. With that, we produce products and achieve objectives based on that data. However, if our respondents do not wish to be interviewed, we will distribute them to other respondents in the same sample group.

3.6 SUMMARY

The Sambal Pecal Cekur Warisan project implementation method is to use the Design Thinking Process method, which is more accurate to achieve our product objectives. There are various factors that need to be taken into account so that there is no shortage. The use of wet ingredients is also very important to produce Sambal Pecal Cekur Warisan. In addition, samples from respondents can influence the production of Sambal Pecal Cekur Warisan with a good response from the community, so that this product gets a lot of demand when it is produced.

CHAPTER 4 FINDINGS AND DISCUSSION

4.1 INTRODUCTION

This chapter presents the findings of the research and provides an in-depth discussion of the results in relation to the study's objectives. The findings are derived from the analysis of data collected during the research, with each result critically examined to identify key insights and patterns. Following the presentation of the results, a discussion is conducted to interpret the findings, compare them with previous studies, and highlight their significance to the field. This section also addresses any unexpected outcomes and their potential implications. The chapter concludes with a summary that encapsulates the main findings and the broader conclusions drawn from the discussion.

4.2 RESEARCH/TESTING FINDINGS

4.2.1 Testing

The prototype testing phase for the X application was conducted to assess the usability, functionality, and overall user experience. The primary goal was to gather user feedback and identify potential improvements before moving into the final development or implement phase.

The prototype testing phase was successful in uncovering insights into the user experience. Overall, users found the prototype engaging and user-friendly, but identified specific areas that require refinement. Based on the above Feedback grid, participants provided valuable feedback on the prototype, highlighting both positive aspects and areas for improvement. Common themes in the feedback grid include, what worked, what could be improved, new ideas and new question. It was identified that user satisfied with clean and visually appealing design while there are areas for improvement in button placement which is not consistence.

4.2.2 Research

For this study, researcher used a questionnaire form and distributed to 35 people as a sample for the study. Once the researcher knows what the analysis demands, a questionnaire is an efficient method of collecting data. Questionnaires can be used for research involving the public, and the number of respondents can allow individuals to obtain a clear picture of the details required in the questionnaire from current data. The respondents were asked about their age, have they ever heard of sambal pecal that includes cekur (aromatic ginger) before, how much enjoy traditional food like Sambal Pecal in your daily meals, has Sambal Pecal Cekur Warisan made it simple and easier for they to prepare quick meals for themselves and their family, would they recommend Sambal Pecal Cekur Warisan to your family, if they haven't tried Sambal Pecal Cekur Warisan yet and last but not least is would they be interested in trying it if it were available for sale. From that, the respondents need to answer all about the question that has been setup in the questionnaire.

Respondent Demographic		Frequency	Percentage
Age	19 -29	13	37.1%
	30 – 39	7	20%
	40 – 49	7	20%
	50 and above	8	22.9%
Gender	Male	16	45.71%
	Female	19	54.29%
Occupation	Students	12	34.29%
	Workers	15	42.86%
	Senior Citizen	8	22.85%

Questions	Respondents Answer	Percentage
Have you ever heard of sambal pecal that includes cekur (aromatic ginger) before?	7. Yes 8. No	9. 80% 10. 20%
How much enjoy traditional food like Sambal Pecal in your daily meals?	<ul style="list-style-type: none"> • I love it but not regularly • I enjoy it when have festival • I rarely to have it • I'm not familiar with that 	<ul style="list-style-type: none"> • 48.6% • 25.7% • 20% • 5.7%
Has Sambal Pecal Cekur Warisan made it simple and easier for you to prepare quick meals for yourself and family?	<ul style="list-style-type: none"> • Yes • Somewhat • Not Really • No 	<ul style="list-style-type: none"> • 68.6% • 8.6% • 22.8% • 0.00%
Would you recommend Sambal Pecal Cekur Warisan to your family?	<ul style="list-style-type: none"> • Yes • No • Maybe 	<ul style="list-style-type: none"> • 88.6% • 2.9% • 8.6%
If you haven't tried Sambal Pecal Cekur Warisan yet, would you be interested in trying it if it were available for sale?	<ul style="list-style-type: none"> • Yes • No • Maybe 	<ul style="list-style-type: none"> • 88.6% • 2.9% • 8.6%

4.3 DISCUSSION

Based on the findings of the study, a ACP application for Sambal Pecal Cekur Warisan successfully developed based on the Design Thinking instructional design model. The application was designed and developed as an effort to make Sambal Pecal Cekur Warisan. In this study, the Design Thinking model was found to be suitable and effective for use in the development of the prototype. Furthermore, researchers must use a suitable model that can achieve their development target. Many studies proved that the use of Design Thinking model in the design and development of new products (citation). Results of this study indicate that the ability of Design Thinking model to provides designers with useful, clearly defined stages for the effective implementation of new product. The objective to develop an application to monitor the progress of construction productivity according to the set baseline was achieved.

4.4 SUMMARY

The survey and testing of Sambal Pecal Cekur Warisan focused on understanding consumer preferences regarding if they enjoy eating Sambal Pecal Cekur Warisan, is this product make it easier for them, if they ever heard about our product. Participants from the target market were the survey also captured participants' thoughts on packaging, labelling, and how likely they would be to purchase the product.

The feedback collected was analyzed to identify key strengths and areas for improvement, such as adjusting the flavour profile to better suit local preferences. Participants' overall impressions were recorded to gauge potential market success. This thorough testing phase will ensure it aligns with consumer tastes and stands out in a competitive market.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter brings the research to its conclusion by summarizing the key findings, drawing overarching conclusions, and offering recommendations for future work. It provides a synthesis of the main points discussed in previous chapters, aligning them with the study's objectives. The recommendations section offers practical suggestions based on the findings, aimed at improving future research or industry practices. Additionally, this chapter addresses the limitations encountered during the project, which may have impacted the scope or depth of the research. Finally, the chapter concludes with a summary, highlighting the key takeaways and the overall contribution of the research to the field.

5.2 CONCLUSION

The Sambal Pecal Cekur Warisan project has successfully achieved its objectives, delivering a product that stands out for its innovation, authenticity, and modern market approach. The first objective, to innovate in product offering, was accomplished by transforming the traditional sambal pecal into a more convenient format—packaging it into cubes that make preparation easier for consumers. This innovation not only enhances usability but also modernizes a beloved traditional dish while maintaining its heritage.

Additionally, the project leveraged the increasing consumer preference for natural and organic products. The use of natural ingredients, particularly cekur, aligns with the market trend toward healthier and cleaner eating, further enhancing the product's appeal. This third objective has been crucial in positioning Sambal Pecal Cekur Warisan as a product that resonates with health-conscious and eco-conscious consumers.

Furthermore, the project expanded its market reach through modern retail channels and e-commerce platforms. This strategic move broadens the accessibility of Sambal Pecal Cekur Warisan, making it available to a wider audience. The integration of online sales platforms aligns with contemporary consumer buying habits, ensuring the product remains competitive in both local and broader markets.

In addition, through this final year project the team gained invaluable experience in product development, marketing strategies, and consumer behaviour analysis. They not only learned how to balance tradition with innovation but also how to navigate modern business landscapes such as e-commerce. The project has provided them with practical knowledge in entrepreneurship, product branding, and the importance of aligning product offerings with market trends, making it a deeply enriching learning experience.

5.3 RECOMMENDATIONS

Based on the questionnaire and survey conducted with 35 respondents, several key recommendations can be made to further improve and enhance Sambal Pecal Cekur Warisan. First, respondents suggested expanding the range of sambal flavours to cater to diverse consumer preferences. Offering mild, spicy, or other regional variations could attract a broader customer base and accommodate different tastes. Additionally, feedback from the survey indicated that consumers are increasingly interested in product transparency, particularly in terms of ingredient sourcing and nutritional information. Therefore, it is recommended to clearly label the product as natural or organic, emphasizing the health benefits and origins of ingredients like cekur to build trust and appeal to health-conscious buyers.

Moreover, several respondents expressed a preference for more sustainable and eco-friendly packaging. Switching to biodegradable or recyclable materials could improve the brand's alignment with modern environmental concerns and appeal to a market segment that prioritizes sustainability. In terms of distribution, respondents also highlighted the importance of increasing availability through online platforms. Strengthening the e-commerce presence, particularly through partnerships with popular online marketplaces and food delivery services, would make the product more accessible to consumers who prefer the convenience of online shopping.

Finally, continuing customer engagement through social media and interactive platforms was a common suggestion. Creating recipe ideas, cooking demonstrations, or user-generated content that highlights the versatility of Sambal Pecal Cekur Warisan could foster a strong online community and drive brand loyalty. Implementing these recommendations, based on the survey results, will help align the product more closely with consumer expectations and market trends, ultimately enhancing its appeal and commercial success.

5.4 PROJECT LIMITATIONS

Every product development comes with its own set of advantages and challenges. These challenges often bring about certain restrictions, which may change over time and affect how the product is used. Here are some key restrictions we face:

1. Securing fresh and traditional ingredients.
2. Offering an affordable product.
3. Designing practical yet eco-friendly packaging.

The first restriction involves sourcing fresh and traditional ingredients. Ingredients like cekur (aromatic ginger) and other essential herbs can be hard to come by, especially in urban areas or during off-seasons. Maintaining the authentic taste of Sambal Pecal Cekur requires high-quality ingredients, but inconsistent availability can hinder production. One possible solution is to partner with local farmers to ensure a steady supply of these traditional herbs.

The second restriction is related to pricing. This can make the product less accessible to budget-conscious consumers. Our goal is to produce a high-quality sambal at a more affordable price, ensuring it reaches a broader market without compromising on the authenticity and flavour.

The final restriction is achieving practical and sustainable packaging. Most sambal products are packed in glass jars or plastic containers, which aren't always environmentally friendly. Given the limited budget, it's difficult to invest in eco-friendly packaging solutions. However, we aim to find cost-effective alternatives that protect the freshness of the product while also being kinder to the environment.

5.5 SUMMARY

The conclusion and recommendations for Sambal Pecal Cekur Warisan emphasize optimization of both the product and market strategy. The product stands out due to its unique use of cekur and aligns with consumer trends toward authentic, natural, and convenient food options. To further optimize, recommendations include product diversification, sustainable packaging, strategic marketing, and expanding e-commerce and retail presence. Continuous consumer feedback will also ensure that the product evolves with market demands, maximizing its potential for growth and long-term success.

REFERENCE

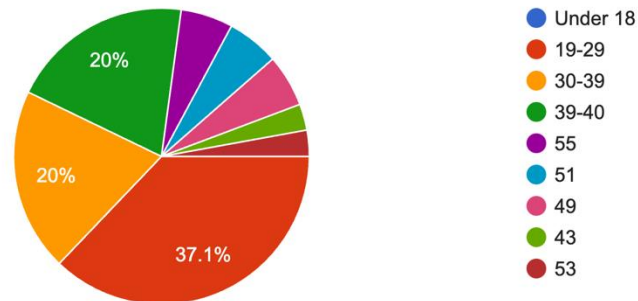
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APPENDICS

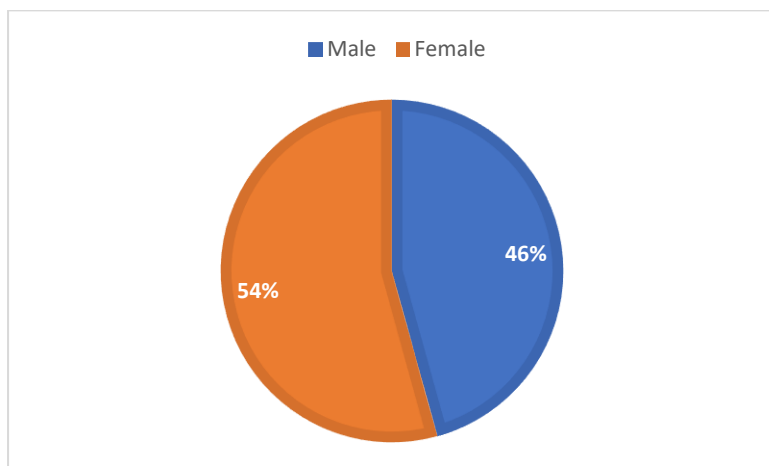
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Age

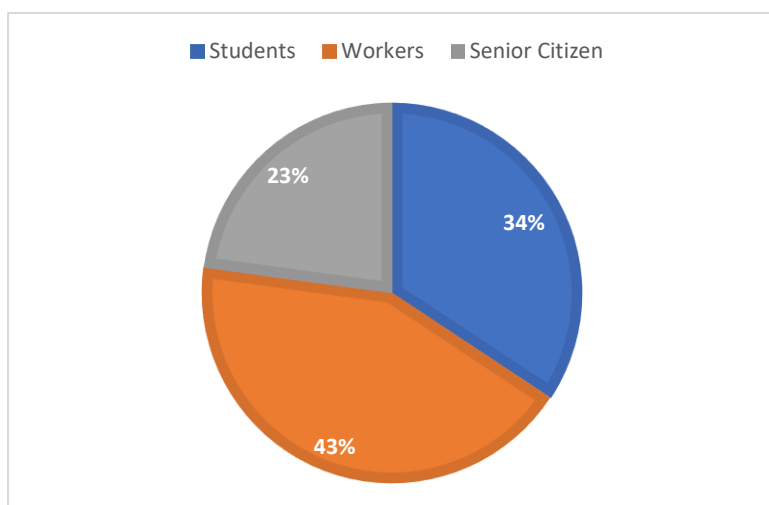
35 responses



Gender

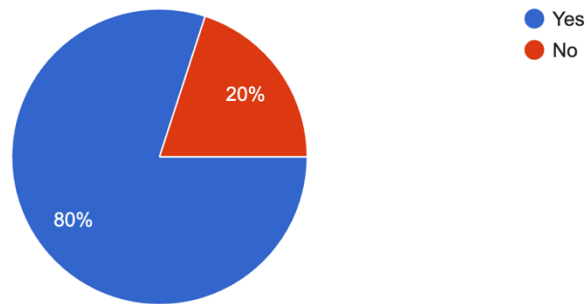


Occupation



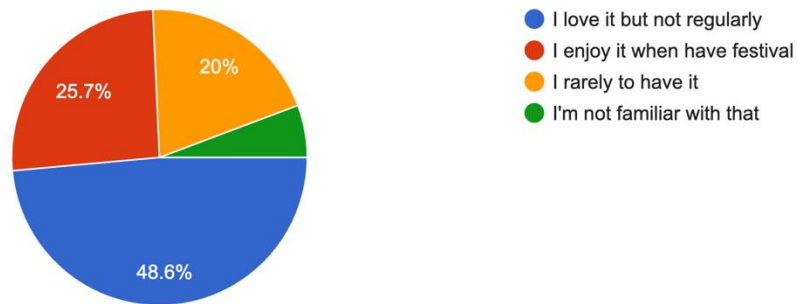
Have you ever heard of sambal pecal that includes cekur (aromatic ginger) before?

35 responses



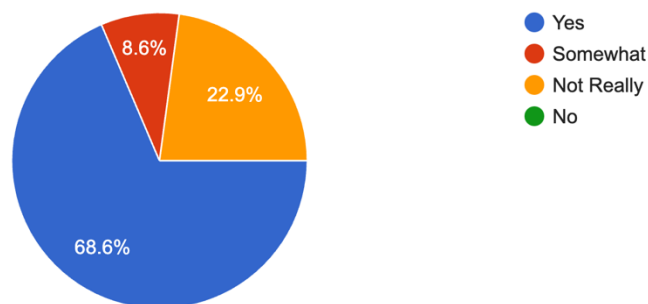
How much enjoy traditional food like Sambal Pecal in your daily meals?

35 responses



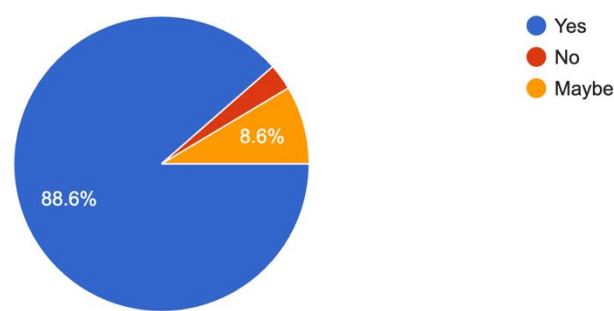
Has Sambal Pecal Cekur Warisan made it simple and easier for you to prepare quick meals for yourself and family?

35 responses



Would you recommend Sambal Pecal Cekur Warisan to your family?

35 responses



If you haven't tried Sambal Pecal Cekur Warisan yet, would you be interested in trying it if it were available for sale?

35 responses

