

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research and development of this Churros innovation, the writer concludes that Churros snack can be innovated using a natural resource, such as Malang Apple as a main ingredient. It can be an alternative new variant of Churros. In making this new variant of Churros, the writer used modified Research and Development Method by Borg and Gall (1983), in 8 steps: (1) Research and Information Collection; (2) Planning the product; (3) Developing Preliminary Product; (4) Preliminary Product Testing; (5) Preliminary Product Revision; (6) Main Product Testing; (7) Main Product Revision; and (8) Dissemination. In the developing of the products, based on the participants' comments and suggestions, the revisions were done on the taste, color, and texture. Hence, to revise the product as suggested by the participants, the ingredients measurements from first, second and final experiment were added in apple essence and reduce the amount of sugar.

5.2 Suggestion

The suggestions were developed based on the two constraints of this final report: time and budget. As the allocated time to finish this product was only 5 months, the steps of Research and Development Method by Borg and Gall (1983) were modified into 8 steps. It is expected in the future experiments to conduct all the 10 steps with more test and participants. Having more test and participants could develop a better product because more suggestions and comments would be made for the product revision. Meanwhile, the limited budget has forced the writer to sell the product online in limited time. It is expected in the future, the selling will be done in a longer time to know more responses from more various customers. So that the Apple Churros will be enough to be sold to public as a starter for a real online snack business.