

Executive Summary

This study is focused on healthy beverages, particularly juice, due to the increasing public interest in healthy living in Indonesia. Statista data shows that there is a positive trend in the sales of health and wellness products, including juice, as well as a growing interest in consuming healthy food and beverages among the population. This trend has sparked an interest in exploring one of the players in the industry, namely Perusahaan X, a company famous for its cold-pressed juice. Its vision and mission revolve around providing healthy and fresh juice directly from mother nature with the help of cold-pressed and HPP technology. Unfortunately, the value and benefits of Perusahaan X's cold-pressed juices are not widely known to the public.

Based on the data, some customers of 'Perusahaan X' still question the truth of the cold-pressed process used in the products they sell, and most people are still unaware of the benefits of juice processed using the cold-pressed technology. Therefore, it is vital for 'Perusahaan X' to make improvements to address those concerns, one of which is by utilizing blockchain technology.

The use of blockchain technology in the production process of 'Perusahaan X's products will help the company address public skepticism regarding the existing cold-pressed process. It will enable the company to convince the public that all processes are indeed carried out using cold-pressed technology. However, the improvements should not stop there. Perusahaan X must also effectively market this initiative to a broader audience to raise awareness about the advantages of juice made with cold-pressed technology, encouraging people to prefer cold-pressed juice over regular juice.

The implemented improvements will not only help Perusahaan X emphasize the value of its products but also increase its customer base, ultimately resulting in higher revenue.