


**INDONESIAN MARKET POTENTIAL OF CYMBOPOGON CITRATUS AND
ZINGIBER OFFICINALE BASED PRODUCTS THAT CONTROL BLOOD
SUGAR LEVELS**

By

Claudia Christy
11705002



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FACULTY OF LIFE SCIENCES AND TECHNOLOGY



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No.15 Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Claudia Christy

Student

Date

Approved by:

Maria D.P.T. Gunawan Puteri, M.Sc, Ph.D.

Thesis Advisor

Date

Dr. Ir. Abdullah Muzi Marpaung

Thesis Co-Advisor

Date

Dr.Dipl.-Ing. Samuel P. Kusumocahyo

Dean

Date

Claudia Christy

ABSTRACT

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Claudia Christy

Maria D.P.T. Gunawan, M.Sc, Ph.D., Advisor

Dr. Ir. Abdullah Muzi Marpaung, Co-Advisor

SWISS GERMAN UNIVERSITY

The purpose of this research is to determine the market potential of lemongrass and ginger based products that control blood sugar levels through literature review of population types that benefit from blood sugar control, the safety and efficacy of *Cymbopogon citratus* and *Zingiber officinale* in blood sugar control, existing products, and the product's selling points. Market research is also done to determine consumers' interest using market survey results of primary and secondary research. It was found that various population types such as PCOS patients or healthy individuals with certain health concerns are able to benefit from tight glycemic control. The general pattern for consumers' interest in this product is high and so far, there is no existing lemongrass and ginger products with claims for blood sugar control sold in the Indonesian market. Furthermore, it was found that *Cymbopogon citratus* and *Zingiber officinale* are effective and safe in controlling blood sugar levels. Moreover, this product has unique selling points and there are no competitors as of yet. Therefore, it can be concluded that lemongrass and ginger based products that controls blood sugar levels have a good market potential.

Keywords: *Cymbopogon citratus*, *Zingiber officinale*, Glycemic Control, Herbal Products, Market Research, Literature Review, Market Potential



DEDICATION

I dedicate this work to my family, friends, and my country Indonesia.



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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
CHAPTER 1 – INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Objectives.....	13
1.3 Significance of Study.....	13
1.4 Research Questions.....	13
1.5 Hypothesis.....	14
CHAPTER 2 - METHODOLOGY.....	15
2.1 Literature Review.....	15
2.2 Market Research.....	18
2.3 Survey.....	19
2.4 Design of Experiment.....	22
CHAPTER 3 – MARKET FOR BLOOD SUGAR CONTROL.....	23
3.1 Importance of Blood Sugar Control.....	23
3.1.1 Diabetes Prevention.....	23
3.1.2 Polycystic Ovarian Syndrome.....	27
3.1.3 Other Benefits of Blood Sugar Control.....	29
3.2 Summary of Findings.....	31
CHAPTER 4 – CONSUMER AWARENESS AND INTEREST IN BLOOD SUGAR CONTROL, HERBAL PRODUCTS, AND LEMONGRASS AND GINGER BASED PRODUCTS.....	34
4.1 Profile of Respondents.....	34
4.2 Consumer Interest in Controlling Blood Sugar Levels.....	35
4.3 Consumer Interest in Herbal Products.....	37
4.4 Consumer Awareness and Interest in Lemongrass and Ginger.....	42

4.5 Consumers' Profile Association with Interest in Blood Sugar Control, Herbal Products, and Lemongrass and Ginger	44
4.5.1 Consumers' Profile Association with Interest in Blood Sugar Control.....	45
4.5.2 Consumers' Profile Association with Interest in Herbal Products	46
4.5.3 Consumers' Profile Association with Interest in Lemongrass and Ginger.....	47
4.6 Other Significant Associations and Summary of Findings	49
CHAPTER 5 – CYMBOPOGON CITRATUS AND ZINGIBER OFFICINALE FOR CONTROLLING HIGH BLOOD SUGAR LEVEL	53
5.1 Herbal Medicine in Indonesia for Blood Sugar Control	53
5.2 Cymbopogon citratus	56
5.3 Zingiber officinale	62
5.4 Lemongrass and Ginger Based Products	67
5.5 Role of Lemongrass and Ginger Based Products	70
CHAPTER 6 – CONCLUSIONS AND RECCOMENDATIONS	76
6.1 Conclusions	76
6.2 Recommendations	77
GLOSSARY.....	78
REFERENCES.....	79
APPENDICES	95
CURRICULUM VITAE.....	101

LIST OF FIGURES

Figures	Page
1. Impact of blood sugar levels to health summary	32
2. Profile of respondents	34
3. Consumers' interest in blood sugar control	35
4. How respondents who actively control blood sugar (figure 3) maintain blood sugar levels	36
5. Benefits of blood sugar control other than diabetes prevention consumers are most interested in	37
6. Consumers' herbal products consumption habits	38
7. Consumers' preference for herbal products vs synthetic drugs and their reasonings	39
8. Consumers' knowledge and interest in lemongrass and ginger	42
9. Consumers' reasons for being interested in LG and G based products	43
10. Possible strategies to increase market potential of lemongrass and ginger based product that controls blood sugar levels	52
11. Cymbopogon Citratus plant (Rojas-Sandoval, 2016)	56
12. Zingiber officinale	62

LIST OF TABLES

Table	Page
1. Chapter 3 literature review methodology.....	15
2. Chapter 5 literature review methodology.....	16
3. Categorization of respondents’ profile.....	19
4. Questionnaire distribution method for primary market research.....	19
5. Design of experiment.....	22
6. Conditions at higher risk of developing DMT2.....	25
7. Impact of glycemic levels in PCOS patients.....	28
8. Impact of glycemic levels to health.....	30
9. Chi square p-values of the association between respondents’ profiles and patterns of interest and awareness.....	44
10. General pattern of consumers' responses.....	49
11. General pattern of association between respondents' category with interest in glycemic control, herbal products, and LG and G.....	51
12. List of blood glucose lowering herbal products (Andarini et al., 2020; Halodoc, 2021).....	54
13. Literature review of <i>Cymbopogon citratus</i> in improving blood glucose levels.....	57
14. <i>Cymbopogon citratus</i> toxicology literature review.....	61
15. Literature review of <i>Zingiber officinale</i> in improving blood glucose levels ...	63
16. <i>Zingiber officinale</i> toxicology literature review.....	67
17. Classification of lemongrass and ginger based products (BPOM, 2019).....	69
18. Health effects of <i>Cymbopogon citratus</i>	70
19. Health effects of <i>Zingiber Officinale</i>	71
20. Efficacy comparison with synthetic drugs.....	73