

***Risk Management In The New Product Development Of Cascara Kombucha: A Case Study At KWT Nawasena, Karangpring Village, Jember Regency***

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***ABSTRACT***

*This study aims to evaluate risk management in the process of New Product Development for Kombucha Cascara, a fermented beverage made from coffee husk waste, in Karangpring Village, Jember. Kombucha Cascara is a creative local product innovation that not only offers health benefits but also provides a sustainable solution by transforming waste into a value-added product. This research utilizes the Failure Modes, Effects, and Criticality Analysis (FMECA) method to identify various risks, combined with the application of the House of Risk (HOR) method for designing risk mitigation strategies. The study reveals that the main challenges in the New Product Development process of Kombucha Cascara include supply chain instability, raw material quality, and product distribution. Recommended mitigation strategies include adding alternative suppliers, utilizing reliable logistics services, and installing temperature and humidity control systems. This study contributes to promoting waste-based product innovation and offers sustainable solutions for the food and beverage industry. Furthermore, it provides strategic recommendations for future New Product Development, particularly for creative and eco-friendly local products.*

**Keywords:** *Risk Management, New Product Development, Kombucha Cascara, Coffee Husk Waste, House of Risk (HOR)*