

ABSTRACT

AILS AURELLIA SABITA.2024. Snack Bar Business Innovation Substituting Okara Flour and Black Rice Flour (*Oryza Sativa L. Indica*) as Snack Food for Obese Teenagers. Scientific Writing, D3 Nutrition Study Program, Malang Health Polytechnic. **Supervisor: Ir. Astutik Pudjirahaju, M. Si**

Central Statistics Agency (BPS, 2021) the prevalence of obesity in 2018 reached 20.60% of men and 44.40% of women. Snack bars are bar-shaped snacks made from cereal or nuts which have a high fiber content as an alternative to delay hunger. The aim of this research is to analyze the innovation of the snack bar business to substitute okara flour and black rice flour (*oryza sativa l. indica*) as a snack for obese teenagers, including production aspects, financial aspects, SWOT analysis and buyer responses. The packaging and label production aspect complies with Food and Drug Control Regulations (BPOM) Number 31 of 2018. The financial aspect of the Black Soy Delight snack bar made a profit of IDR 158,480 from the sale of 50 pcs with total income of IDR 600,000. The SWOT analysis of the business position shows quadrant I, which means supporting an aggressive strategy, which means business innovation can be carried out well and has great opportunities. The results of the questionnaire are obtained from buyers' responses to their level of liking and satisfaction. The percentage of preferences obtained regarding color was 54%, taste 50%, texture 52% and aroma 62%. The percentage level of satisfaction obtained regarding the label was 76%, packaging 72%, and price 76%.

Keywords: Snack Bar, Okara Flour and Black Rice Flour, Obese Teenagers