

ABSTRACT

Falihah Irbah. 2024. Business Innovation for Siomay Based on Patin Fish (Pangasius Sp.), Tempe and Moringa Leaves (Moringa oleifera) for Anemic Pregnant Women. (Analysis of Product, Financial, SWOT, and Consumer Satisfaction Aspects). Scientific Writing, Diploma 3 Nutrition Study Program, Health Polytechnic Ministry of Health Malang. **Supervisor: Maryam Razak, STP., Msi.**

The 2019 National Basic Health Research (Riskesdas) reported that the incidence of anemia in pregnant women in Indonesia had increased by 0.2% from 2018, to 48.9% in 2019. Analyzing the innovation of the catfish (Pangasius Sp.) based dumpling business. tempeh and Moringa leaves (Moringa oleifera) as snacks for anemic pregnant women in product, financial, SWOT, and consumer satisfaction aspects. Observations, literature studies, and surveys. The packaging and label design does not comply with Food and Drug Monitoring Agency (BPOM) regulation number 31 of 2018. The results of the business cost analysis show that the capital costs are IDR 708,096, - capable of producing 98 packs/three weeks with an estimated equipment life of 5 years. The total profit obtained during sales is Rp. 237,748,- Business feasibility value in the form of BEP for 101 products and BEP price Rp. 7,000,- Revenue R/C ratio with results >1, namely 1.5. The level of consumer satisfaction is included in the very good category.

Kata kunci : Anemia, Business, Siomay, Patin Fish, Tempeh, Moringa Leaves