

ABSTRACT

Yessi Dyah Sabrina, 2024. Business Innovation Dimsum Siomay Substitution of Catfish (*Pangasius Sp.*) and Pure Moringa (*Moringa oleifera*) as a healthy Snack for Stunting toddlers (product aspect Analysis, Financial, SWOT, organoleptic quality and Consumer Satisfaction). Scientific Paper, Diploma 3 Nutrition Study Program, Health Polytechnic Malang. Supervisor: Astutik Pudjirahadju., M.Si.

National Basic Health Research (Riskesdas) in 2018, namely short (TB/U) shows that the prevalence of stunting in children aged 6 - 59 months is still high. Analyzing business innovation Dimsum Siomay Substitution of Catfish (*Pangasius Sp.*) and Pure Moringa (*Moringa oleifera*) as a healthy Snack for Stunting toddlers in aspects of product, financial, swot, organoleptic quality, and consumer satisfaction. Observation, literature study and survey. Packaging and label design have followed the regulation of the Food and Drug Supervisory Agency (BPOM) number 31 of 2018 and 2019. The results of the analysis of business costs known capital costs of Rp 701,000, - able to produce 288 pcs / month with the estimated period of the tool for 2-5 years. Production costs of Rp 533,520, - with the amount of revenue obtained of Rp 768,000,-can be generated operating profits from the difference between revenue and production costs of Rp 234,000, - /month. The value of business feasibility is shown by the value of BEP products as much as 47 pcs and BEP price of Rp 14,700,-. And revenue R / C ratio with the result of 1 is 1.44. The level of organoleptic quality preferences and consumer satisfaction are included in the category of very good.

Keywords: Business Innovation, Catfish Siomay Dimsum, Moringa Puree, Toddlers, stunting