

ABSTRACT

Septiana Eka Pemasari. 2024. Business Innovation for Red Bean Flour Cookies (*Phaseolus vulgaris L.*) and Tempeh Formula as an Alternative to Supplementary Feeding for Stunting Toddlers. (Analysis of Product, Financial, SWOT, Organoleptic Quality and Consumer Satisfaction Aspects). Scientific Writing, Diploma 3 Nutrition Study Program, Health Polytechnic Ministry of Health Malang.
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Stunting is one of the nutritional problems that occur in children and can have a bad impact on the quality of life in an effort to achieve optimal growth and development. Based on data from the 2021 Indonesian Toddler Nutrition Status Survey (SSGBI), the prevalence of stunting in Indonesia decreased from 2019 to 2021, from 27.67% to 24.4%. Handling stunting incidents is one of the national development priorities described in the 2020-2024 RPJMN, the government's target is to reduce the prevalence of stunting to 14% by 2024. The purpose of this study is to analyze the innovation of red bean flour cookies and tempeh formula as an alternative to stunted toddler PMT in terms of product, financial, SWOT, organoleptic quality, and consumer satisfaction. This study uses a type of survey research with an exploratory approach. From the research that has been carried out, the name of the product sold is COOKIES.PRO with a selling price of Rp 5.000,-/pouch. The results of the analysis of business costs show that the production cost is Rp 328.910,- with the amount of revenue obtained of Rp 405,000,- can generate a business profit of Rp 76,090,-. The business feasibility value is shown by the product BEP of 65 pouches and the BEP price of Rp 3.915,-. As well as the revenue cost ratio R/C with a result of > 1 , which is 1.23. The results of the SWOT analysis are included in quadrant I, which means that it is a very favorable situation. The level of liking for organoleptic quality and consumer satisfaction is included in the good category.

Keywords: Stunting, Business Innovation, Cookies, Red Bean Flour, Tempeh Formula.