

ABSTRACT

Nur Fajrin Hikmah, 2023. Business Innovation of Soybean Sprout Milk with Sweet Corn Substitution as a Healthy Drink for School Age Children (Analysis of Product Aspects, Financial, SWOT, Organoleptic Quality and Consumer Satisfaction). Scientific Writing, Diploma 3 Nutrition Study Program, Health Polytechnic of the Ministry of Health Malang. Advisor: Astutik Pudjirahadju, M.Si. The 2018 National Basic Health Research (Riskesdas) on shortness (TB/U) shows that the prevalence of shortness in children aged 5 - 12 years is still high to analyze the business innovation of soybean sprout milk (glycine max l) substituted for sweet corn (zea mays saccharata) as an alternative healthy drink for school-age children in the aspects of product, financial, swot, organoleptic quality, and consumer satisfaction. Observation, literature study and survey. Results: Packaging and label design have followed the Food and Drug Monitoring Agency (BPOM) regulation number 31 of 2018. The results of the business cost analysis showed that the capital cost was IDR 917,950,- capable of producing 144 pcs/month with an estimated tool life of 2 years. Production costs amounted to IDR 532,800,- with the total revenue obtained of IDR 864,000,- which can result in business profits from the difference between revenue and production costs of IDR 331,200,- /month. The value of business feasibility is indicated by the BEP value of 153 pcs of products and BEP price of IDR 5,999.- As well as the revenue R/C ratio with results > 1, namely 1.62. The level of organoleptic quality and consumer satisfaction is in the very good category.

Keywords: Business Innovation, Soybean Sprout Milk, Sweet Corn, School Age Children