

ABSTRACT

Nur Fitria Ningsih, 2023. Innovation in Patin Fish Nugget Business with White Oyster Mushroom Substitution for Children Suffering from PEM. Scientific Writing, D-III Nutrition Study Program, Department of Nutrition, Health Polytechnic, Ministry of Health, Malang. Supervisor: Theresia Puspita, S.TP, MP, RD. Basic Health Research in 2018, reported that the malnutrition status and malnutrition status of children under five in 2018 had decreased to 17.7% compared to 2013 which reached 19.6% (Risksdas, 2018) but the figure was still 17.7%. above the 2015-2019 Medium Term Development Plan (RPJM) which targets 17%. Observation, literature study and survey. Results: The packaging and label design complies with Food and Drug Monitoring Agency (BPOM) regulation number 31 of 2018. 38 packs of catfish nugget and white oyster mushroom products were sold within two months and had a profit of IDR 152,000. Based on the results of the BEP analysis, it can be seen that the catfish nugget and white oyster mushroom products have a break-even point if 106 packs of the product are sold and generate sales of IDR 807,625. Based on the results of the R/C analysis, it is known that sales of catfish nuggets and oyster mushrooms have a value of 1.31, which means $1.31 > 1$, so the revenue received is greater than the costs incurred.

Keywords: Business Innovation, Nugget, Catfish, White oyster mushroom, KEP

