

INNOVATION IN BISCUIT BUSINESS USING MOCAF FLOUR AND RED BEAN SUBSTITUTION AS A SNACK FOR OBESE TEENAGERS

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ABSTRACT

Background: Obesity is a condition characterized by excessive accumulation of body fat that increases the risk of non-communicable diseases such as type 2 diabetes mellitus, hypertension, and cardiovascular diseases (WHO, 2023; Ministry of Health of the Republic of Indonesia, 2022). The prevalence of obesity among adolescents continues to rise, influenced by dietary patterns high in energy, fat, and sugar, as well as low intake of fiber and physical activity (WHO, 2022; SKI, 2023). Therefore, innovation in healthy, high-fiber snack products is needed as an alternative strategy for obesity prevention. **Objective:** This study aimed to analyze the business innovation of biscuits substituted with mocaf flour and red beans (Valleoura MoCookies) as a snack for obese adolescents. **Methods:** The study employed a survey method with an exploratory approach through observation and questionnaires. The analysis covered product aspects, marketing, financial feasibility, SWOT analysis, and consumer satisfaction. **Result:** The results showed that the product has good sensory characteristics, with a crispy outer texture and a soft inner texture. The nutritional content per 72-gram serving includes 213.8 kcal of energy, 6.98 grams of protein, 5.83 grams of fat, 36.29 grams of carbohydrates, and 4.46 grams of fiber. Financially, the business generated a profit of Rp333,200 with an R/C ratio of 2.1, a break-even point of 25 units, and a payback period of 1.5 months. Consumers responded positively to the product. **Conclusion:** In conclusion, Valleoura MoCookies have the potential to serve as a healthy, high-fiber snack and are feasible to be developed as an effort to prevent obesity among adolescents.

Keywords: adolescent obesity, biscuits, mocaf, red beans, business innovation