

INNOVATION OF CATFISH *DIM SUM* BUSINESS USING TEMPEH FLOUR
AND MORINGA LEAVES AS A HEALTHY SNACK ALTERNATIVE FOR
SCHOOL CHILDREN

(Analysis of Product, Financial, SWOT, and Consumer Satisfaction Aspects)

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ABSTRACT

Background: Inadequate nutrient intake can lead to children becoming easily fatigued, weak, and more susceptible to illness. According to the 2018 Basic Health Research (Riskesdas) data, 6.8% of children aged 5–12 years were classified as underweight based on BMI-for-age (BMI/A), and 2.4% were classified as severely underweight. School-aged children require optimal nutritional intake to support proper growth and development. **Research Objective:** This study aims to innovate a business product using catfish *dim sum*, tempeh flour, and moringa leaves by analyzing product, financial, SWOT, and consumer satisfaction aspects. **Method:** This study is exploratory in nature, using a descriptive observational method. **Results:** The production of 30 servings of *dim sum* over a two-week sales period generated a profit of IDR 223,334, with a selling price of IDR 17,500 per piece. The break-even point (BEP) was 18 pieces, with a BEP price of IDR 10,055 and an R/C ratio of 1.74, indicating that the business is profitable. Consumer satisfaction tests on color, aroma, taste, texture, price, and packaging showed results ranging from good to very good on the Likert scale. **Conclusion:** The catfish *dim sum* business, using tempeh flour and moringa leaves, has profitable prospects and received positive responses from consumers, making it a viable healthy snack alternative for school-aged children.

Keywords: *dim sum*, catfish, tempeh flour, moringa leaves, school-aged children, nutritional status, consumer satisfaction.