

## ABSTRACT

**Ilma Nur Mutiara, 2025. Innovation of Cookies Formulation Substitute Chicken Liver Flour (*Gallus gallus domesticus*) and Soybean Flour (*Glycine max*) as an Alternative Snack to Prevent Anemia in Adolescent Girls (Analysis of Product, Financial, SWOT, and Consumer Satisfaction Aspects). Scientific Paper, Diploma 3 Nutrition Study Program, Malang Health Polytechnic. Advisor: Ir. Astutik Pudjirahaju., M.Sc.**

Anemia is a health problem that is often experienced by adolescent girls, especially due to low iron intake. To prevent anemia, food innovations are needed that are rich in nutrients, practical, and liked by the target market. Analyzing Innovation of Cookies Formulation Substitute Chicken Liver Flour (*Gallus gallus domesticus*) and Soybean Flour (*Glycine max*) as an Alternative Snack to Prevent Anemia in Adolescent Girls in terms of product, financial, SWOT, and consumer satisfaction. Observation, literature study and survey. The product packaging and label design is packaged in ziplock plastic with a label design that complies with BPOM Regulation Number 31 of 2018. The results of the business cost analysis show that the capital cost is IDR 239,575 capable of producing 30 pcs, obtaining a revenue of IDR 300,000 with a profit of IDR 60,425. The business feasibility value is indicated by the BEP value of the product as many as 24 pcs and the BEP price of IDR 7,985, as well as an ROI of 25% and an R/C ratio with a value of 1, which is 1.25. The level of consumer satisfaction, the majority of consumers gave a positive assessment of the taste, label, and price of the product, although the packaging still has the opportunity to be improved to make it more attractive.

**Keywords:** Anemia, Cookies, Chicken Liver Flour, Soybean Flour, Business Innovation