

ABSTRAK

Lutfiatul Zalfa Tifanada. Inovasi Usaha Nugget Ikan Bandeng Substitusi Tepung Daun Kelor sebagai Makanan Selingan untuk Mencegah Anemia Remaja Putri. Karya Tulis Ilmiah, Program Studi Diploma 3 Gizi, Jurusan Gizi, Politeknik Kesehatan Malang, dibawah bimbingan Ibu **Ir. Astutik Pudjirahaju, M.Si.**

Prevalensi anemia pada remaja usia 15-24 tahun mencapai 15,5% berdasarkan Survei Kesehatan Indonesia tahun 2023. Salah satu penyebab utamanya adalah kekurangan asupan zat besi (Fe). Untuk mencegah anemia, konsumsi makanan kaya akan zat besi dapat meningkatkan kadar hemoglobin, seperti nugget ikan bandeng substitusi tepung daun kelor. Penelitian ini bertujuan menganalisis inovasi usaha nugget ikan bandeng substitusi tepung daun kelor sebagai makanan selingan untuk mencegah anemia remaja putri meliputi aspek produksi, aspek finansial, analisis SWOT, dan respon pembeli. Aspek produksi kemasan dan label telah mengikuti Peraturan Pengawasan Obat dan Makanan (BPOM) Nomor 6 Tahun 2024. Aspek finansial nugget balor mendapatkan keuntungan sebesar Rp 69.500 dari penjualan 35 kemasan dengan total pendapatan Rp 367.500. Analisis SWOT posisi usaha menunjukkan kuadran I yang artinya mendukung strategi agresif yang berarti inovasi usaha dapat dijamin dengan baik dan memiliki peluang besar Rata-rata respon pembeli terhadap cita rasa, kemasan, label, dan harga produk menunjukkan kategori sangat baik pada produk nugget balor.

Kata kunci: Inovasi Usaha, Nugget Ikan Bandeng, Tepung Daun Kelor, Anemia

ABSTRACT

Lutfiatul Zalfa Tifanada. Innovation of Milkfish Nugget Business Based on Moringa Leaf Flour as an Intermediate Food to Prevent Anemia in Adolescent Women. Scientific Paper, Diploma 3 Nutrition Study Program, Department of Nutrition, Malang Health Polytechnic. Under the guidance of Mrs **Ir. Astutik Pudjirahaju, M.Si.**

The prevalence of anemia in adolescents aged 15-24 years reaches 15.5% based on the 2023 Indonesian Health Survey. One of the main causes is a lack of iron (Fe) intake. To prevent anemia, the consumption of iron-rich foods can increase hemoglobin levels, such as milkfish nuggets based on moringa leaf flour. This study aims to analyze the innovation of milkfish nuggets based on moringa leaf flour as an interlude food to prevent anemia in adolescent girls including production aspects, financial aspects, SWOT analysis, and buyer response. The production aspect of packaging and labels has followed the Food and Drug Control Regulation (BPOM) Number 6 of 2024. The financial aspect of balor nuggets earned a profit of IDR 69,500 from the sale of 35 packages with a total revenue of IDR 367,500. The SWOT analysis of business positions shows quadrant I which means supporting an aggressive strategy which means that business innovation can be well generated and has a great opportunity. The average buyer response to product taste, packaging, labels, and prices shows a very good category in balor nugget products.

Keywords: Business Innovation, Milkfish Nuggets, Moringa Leaf Flour, Anemia