RINGKASAN

Menir merupakan hasil samping penggilingan padi yang selama ini kurang dimanfaatkan dan bernilai jual rendah, meskipun memiliki kandungan pati tinggi. Penelitian ini bertujuan mengembangkan kerupuk berbahan dasar menir dengan fortifikasi tepung kedelai untuk meningkatkan kandungan protein, sekaligus menganalisis karakteristik fisik dan gizi, tingkat kesukaan konsumen, serta harga pokok produksi dan nilai tambah produk. Produk dikembangkan dengan formulasi 90% menir dan 10% tepung kedelai, diberi nama "Menir Berprotein". Hasil analisis proksimat menunjukkan kadar air 4,94%, kadar abu 1,04%, kadar lemak 9,60%, kadar protein 7,88%, kadar karbohidrat 76,55%, energi 424,06 kkal/100 g, kadar natrium 765 mg/100 g, dan tekstur (kerenyahan) 5,74 N. Uji hedonik terhadap 30 panelis tidak terlatih menunjukkan tingkat penerimaan yang baik pada seluruh atribut, dengan nilai tertinggi pada tekstur/kerenyahan (4,57 — sangat suka) dan nilai terendah pada aroma (3,80 — suka), serta penerimaan keseluruhan 4,20 (suka). Analisis harga pokok produksi menghasilkan HPP sebesar Rp6.790 per pouch (50 g) dengan harga jual Rp9.500 per pouch (margin 40%). Analisis nilai tambah dengan metode Hayami menunjukkan nilai tambah sebesar Rp130.548 per kg bahan baku dengan rasio nilai tambah 44,16% (kategori sedang mendekati tinggi) dan tingkat keuntungan 28,53%. Hasil penelitian menunjukkan bahwa kerupuk beras menir dengan fortifikasi tepung kedelai layak dikembangkan sebagai alternatif diversifikasi pangan lokal bernilai tambah dan berpotensi diusahakan pada skala UMKM.

Kata Kunci : menir, tepung kedelai, kerupuk, fortifikasi protein, nilai tambah.

ABSTRACT

Broken rice (menir) is a rice-milling byproduct that has been underutilized and holds low market value, despite its high starch content. This study aimed to develop crackers made from broken rice fortified with soybean flour to increase protein content, while also analyzing physical and nutritional characteristics, consumer acceptance, and cost of production and value added. The product was developed using a formulation of 90% broken rice and 10% soybean flour, named "Menir Berprotein." Proximate analysis showed a moisture content of 4.94%, ash content of 1.04%, fat content of 9.60%, protein content of 7.88%, carbohydrate content of 76.55%, energy of 424.06 kcal/100 g, sodium content of 765 mg/100 g, and texture (crispness) of 5.74 N. A hedonic test involving 30 untrained panelists indicated good acceptance across all attributes, with the highest score for texture/crispness (4.57 — strongly liked) and the lowest for aroma (3.80 — liked), with an overall acceptance score of 4.20 (liked). The cost of goods sold (COGS) analysis resulted in Rp6,790 per pouch (50 g), with a selling price of Rp9,500 per pouch (40% margin). Value-added analysis using the Hayami method showed an added value of Rp130,548 per kg of raw material, with a value-added ratio of 44.16% (moderate-to-high category) and a profit rate of 28.53%. These findings indicate that broken-rice crackers fortified with soybean flour are feasible to develop as a local food diversification alternative with added value and potential for small and medium enterprise (SME) production.

Keywords: broken rice, soybean flour, crackers, protein fortification,value added.