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Happy Zalma Fadillah

Inovasi Produk Tebika (Teh Celup Biji Nangka) Sebagai Minuman Herbal Pencegah Anemia Berbasis Bahan Lokal

xiii + 49 Halaman + 1 Gambar + 8 lampiran

ABSTRAK

Di Indonesia, pohon nangka tersebar luas dan umumnya ditanam di pekarangan rumah. Rata-rata masyarakat mengkonsumsi daging buah nangka, dan seringkali langsung membuang bijinya karena dianggap limbah. Padahal, manfaat yang diperoleh dari biji nangka salah satunya yaitu mengandung kaya akan zat besi yang dibutuhkan oleh tubuh. Laporan rekognisi tugas akhir ini mengusulkan inovasi berupa TEBIKA (Teh Celup Biji Nangka) sebagai minuman herbal pencegah anemia terhadap remaja putri berbasis bahan lokal, Metode inovatif terdiri atas dua aspek utama, yaitu aspek produksi dan Manajemen Usaha. Proses produksi meliputi tahapan pencucian, perebusan, pengeringan, penghalusan, dan pengemasan secara higienis hingga menghasilkan teh celup siap seduh. Strategi pemasaran dilakukan secara offline melalui bazar dan penjualan langsung kepada konsumen, serta online melalui platform media sosial dan marketplace. Hasil kegiatan menunjukkan bahwa produk TEBIKA memiliki cita rasa khas, tidak pahit, dapat diseduh tanpa gula. Produksi perdana sebanyak 15 kotak berhasil terjual habis dengan harga Rp15.000/kotak (isi 10 kantong teh), menunjukkan potensi penerimaan pasar yang baik. Inovasi ini memberi nilai tambah ekonomi, mengurangi limbah organik, serta mendukung kesehatan remaja putri melalui minuman herbal berbasis bahan lokal. Berdasarkan hasil kegiatan, disarankan agar inovasi TEBIKA dapat dikembangkan lebih lanjut melalui pengujian kandungan gizi dan keamanan produk secara laboratorium, serta perluasan pemasaran agar dapat menjangkau masyarakat yang lebih luas. Selain itu, pemanfaatan biji nangka sebagai bahan baku minuman herbal diharapkan dapat menjadi alternatif pengembangan produk pangan fungsional berbasis bahan lokal yang bernilai ekonomi dan bermanfaat bagi kesehatan, khususnya dalam upaya pencegahan anemia pada remaja putri.

**Kata kunci : TEBIKA, Biji Nangka, Anemia, Inovasi Produk,
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**BACHELOR OF MIDWIFERY PROGRAM AND MIDWIFERY PROFESSIONAL EDUCATION
PROGRAM FACULTY OF MIDWIFERY PAYUNG NEGERI INSTITUTE OF HEALTH
PEKANBARU
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Happy Zalma Fadillah

TEBIKA Product Innovation (Jackfruit Seed Tea Bags) as a Herbal Drink to Prevent Anemia Based on Local Ingredients

xiii + 49 Pages + 1 Picture + 8 appendixes

ABSTRACT

In Indonesia, jackfruit trees are widespread and commonly grown in residential yards. On average, people consume only the jackfruit flesh and often discard the seeds as waste. In fact, jackfruit seeds offer significant health benefits, including being rich in iron, which is essential for the body. This final project recognition report proposes an innovation called TEBIKA (Jackfruit Seed Teabag) as a local ingredient-based herbal beverage to prevent anemia in adolescent girls. This innovative method consists of two main aspects: production and business management. The production process includes the stages of washing, boiling, drying, grinding, and hygienic packaging to produce ready-to-brew teabags. The marketing strategy was carried out offline through bazaars and direct sales to consumers, as well as online through social media platforms and marketplaces. The results of the activity showed that TEBIKA has a distinctive flavor, is not bitter, and can be brewed without sugar. The initial production of 15 boxes was completely sold out at a price of IDR 15,000 per box (containing 10 teabags), indicating good potential for market acceptance. This innovation provides economic added value, reduces organic waste, and supports the health of adolescent girls through local ingredient-based herbal drinks. Based on the results, it is recommended that the TEBIKA innovation be further developed through laboratory testing for nutritional content and food safety, as well as expanding marketing efforts to reach a wider community. Furthermore, utilizing jackfruit seeds as a raw material for herbal drinks is expected to become an alternative for developing functional food products based on local ingredients that hold economic value and health benefits, particularly in anemia prevention efforts.

Keywords : TEBIKA, Jackfruit Seed, Anemia, Product, Drink

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