

## ABSTRAK

Produk minuman KARMAL (Sari Kacang Merah Kurma Almond) merupakan inovasi minuman fungsional yang dikembangkan untuk menghadirkan solusi pangan sehat berbahan alami, yaitu kacang merah, kurma, dan almond. Berdasarkan penelitian Pitaloka (2023), kombinasi bahan-bahan tersebut menghasilkan minuman dengan kandungan antioksidan tinggi, yaitu 61,9 ppm, yang berperan dalam menangkal radikal bebas serta menurunkan risiko hiperkolesterolemia. Pengembangan produk ini mencakup berbagai aspek, mulai dari perencanaan usaha, proses produksi, strategi pemasaran, hingga legalitas produk. Hasil uji pasar selama tiga bulan menunjukkan respon positif dari konsumen, dengan total penjualan mencapai 600 botol dan keuntungan sebesar Rp2.694.000. Strategi pemasaran dilakukan baik secara online maupun offline, termasuk promosi digital dan partisipasi dalam kegiatan Car Free Day. Produk KARMAL telah memperoleh legalitas seperti NIB, SPP-IRT, sertifikat halal, HKI dan merek. Analisis keuangan menunjukkan bahwa usaha ini memiliki (ROI) sebesar 42,07% dan titik impas (BEP) dapat dicapai dalam waktu kurang dari satu bulan, yang menandakan potensi besar bagi pengembangan usaha ke depannya.

**Kata Kunci:** kacang merah, kurma, almond, antioksidan, minuman fungsional, kesehatan

## **ABSTRACT**

*KARMAL (Red Bean Juice of Almond Dates) is a functional drink innovation developed to present healthy food solutions made from natural ingredients, namely kidney beans, dates, and almonds. Based on research by Pitaloka (2023), the combination of these ingredients results in a drink with a high antioxidant content, namely 61.9 ppm, which plays a role in warding off free radicals and reducing the risk of hypercholesterolemia. The development of this product includes various aspects, ranging from business planning, production processes, marketing strategies, to product legality. The results of the three-month market test showed a positive response from consumers, with total sales reaching 600 bottles and a profit of IDR 2,694,000. Marketing strategies are carried out both online and offline, including digital promotions and participation in Car Free Day activities. KARMAL products have obtained legalities such as NIB, SPP-IRT, halal certificates, IPR and brands. Financial analysis shows that this business has an ROI of 42.07% and a break-even point (BEP) can be reached in less than a month, which indicates great potential for business development in the future.*

**Keywords:** *kidney beans, dates, almonds, antioxidants, functional drinks, health*