
THE BENEFIT OF ICE GENJER TO INCREASE APPETITE IN CHILDREN

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Abstract

*The difficulty of eating in children is still a complaint of parents to their children, especially under-fives. This causes parents to bring their children to the doctor for consultation because children are difficult to eat and many parents also complain that their children are malnourished or the child's weight is down. School children are the main highlight in complaints of appetite in children because they still cannot take and choose their own food. Children are still difficult to be given an understanding of food and are still limited to receiving various types of food provided by their parents. Usually small children like snacks that contain preservatives actually child elementary school of Sidotopo Wetan II. Of course as parents always fret every snack eaten by their children. The aim of feeding children is to meet the nutritional needs and growth and development of children. Therefore, children who are difficult to eat can be given appetite enhancers in this case traditional Indonesian medicine can be given, for example temulawak herbal medicine. Based on these problems, through this paper in the field of entrepreneurship created a health-based food business to help appetite enhancers for children. This food product is named ENTJER (genjer ice cream). Genjer or many people also mention vulnerable ferns (*Limnocharis flava*). Step of a person or group which aims to show or tell a product or service to prospective buyers (consumers) what products / services we have, and aims to attract potential buyers. Forms of promotions that can be done such as through social media, pamphlets, brochures, the establishment of free product stands and so on. This ENTJER product will initially be marketed to schools, such as school canteens and cooperatives, neighborhoods around schools, and cities in the area around the school with seller as product distributor.*

Keywords: *Ice Genjer, Children, Snacks*

Introduction

The difficulty of eating in children is still a complaint of parents to their children, especially under-fives.

This causes parents to bring their children to the doctor for consultation because children are difficult to eat and many parents also complain that their children are malnourished or the child's weight is down. School children are the main highlight in complaints of appetite in children because they still cannot take and choose their own food. Children are still difficult to be given an understanding of food and are still limited to receiving various types of food provided by their parents. Usually small children like snacks that contain preservatives actually child elementary school of Sidotopo Wetan II. Of course as parents always fret every snack eaten by their children. The aim of feeding children is to meet the nutritional needs and growth and development of children. Therefore, children who are difficult to eat can be given appetite enhancers in this case traditional Indonesian medicine can be given, for example temulawak herbal medicine. Based on these problems, through this paper in the field of entrepreneurship created a health-based food business to help appetite enhancers for children. This food product is named ENTJER (genjer ice cream). Genjer or many people also mention vulnerable ferns (*Limnocharis flava*) (<https://www.kusnendar.web.id/2013/08/manfaat-genjer-bagi-kesehatan-dan-kandungan-nutrisinya.html>). These plants are a kind of swamp plants that are found in many fields or shallow waters, usually these plants are easily found in rural (<https://mitalom.com/15-manfaat-penting-sayur-genjer/>). Based on previous research, namely as vegetable genjer, the ability of the genjer as an appetite enhancer can not be separated from the presence of kardenolin compounds, flavonides and polyphenols (<http://www.bebeja.com/genjer-penambah-nafsu-makan/>). Because genjer plants have good compounds to increase appetite in children and also have a distinctive aroma and taste that is able to arouse appetite. ENTJER production (ice cream genjer) has a great opportunity to compete because there are still few similar products on the market, and many people do not know the benefits of this genjer plant, such as appetite enhancers, healthy body cells, strengthen bones and still many other benefits (<http://jakarta.litbang.pertanian.go.id/ind/index.php/berita/4-info-aktual/533-manfaat-tanaman-genjer-bagi-kesehatan>). Through this program, the genjer plant will be processed into ice cream with two flavors, namely vanilla and chocolate.

Development Prospects (ice cream genjer) ENTJER (ice cream genjer) business ideas for child appetite as a health-based prospective business are from increasing complaints of parents who have difficulty when their children lose appetite. Most respondents said they had done various ways to increase appetite in children ranging from consuming drugs or appetite-enhancing syrup. If the solution is to consume drugs or appetite-enhancing syrup, it is feared there will be dependence and have long-term adverse effects for the body, especially children. Based on this, then try to find information about herbal ingredients that can increase appetite in children but are easily available. In the source obtained explained that the genjer contains kardenolin flavonoid compounds and polyphenols which are good for appetite enhancers in children. Based on the properties possessed by the genjer, ENTJER (ice cream genjer) products are used for appetite enhancers in children. ENTJER production (ice cream genjer) has many advantages including raw materials that are easy to get and do not know the season, the manufacturing process is easy, and can be an alternative medicine for appetite enhancing without side effects. While ENTJER weakness can not last long in temperature freezer because it does not use preservatives. However, this ENTJER production has a very large chance to compete because there are still a few similar products on the market. While this can be an ENTJER threat, among them are similar products that have been circulating, as well as public perception of ice cream with an unusual taste, namely genjer. However, with various advantages and opportunities that have been explained, this ENTJER product can still compete in the market and will target parents who have children, but it also does not cover the possibility of being marketed to the general public because this ENTJER can be a snack that can be daily consumption. ENTJER's opportunity to become a sustainable business is very large because producers have extensive connections to market it so as to ensure the sustainability of this business.

Business Economic Analysis ENTJER (ice cream genjer) business and product analysis includes a SWOT analysis, namely Strength. Raw material is easy to get, Potential student resources, Price of ENTJER (ice cream genjer) which is cheaper than other appetite enhancing drugs, Is a healthy and nutritious snack, ENTJER product without ingredients preservatives guarantee the health of consumers. Weaknesses, entjer products do not last long because without preservatives, poor public awareness of healthy snacks. Opportunities, can be consumed by the age, coverage of the marketing location is quite wide. Threat, choice of taste less diverse. Price Based on what we know the price of an appetite-enhancing drug or vitamin ranges between Rp. 10,500 / bottle or medicine. While the price of ENTJER (ice cream genjer) we offer is cheaper than the market price, which is Rp. 3,000 / cup. So the price we offer is still very competitive with market prices. Places In addition to having affordable prices, the place is one of the important things for marketing (ice cream genjer). We choose the location of elementary school of Sidotopo Wetan II, precisely on the road of Sidotopo Wetan II. The road is a place that has prospects for placement of stands because the road is crowded with children - school children. While for mobile marketing and promotion will be carried out through social networks for marketing in long distance and international regions.

Research Methods

Step of a person or group which aims to show or tell a product or service to prospective buyers (consumers) what products / services we have, and aims to attract potential buyers. Forms of promotions that can

be done such as through social media, pamphlets, brochures, the establishment of free product stands and so on. This ENTJER product will initially be marketed to schools, such as school canteens and cooperatives, neighborhoods around schools, and cities in the area around the school with seller as product distributor. In terms of sales we determine in advance how much a balanced price is between the seller and the buyer, so that in terms of price it is not burdensome and can be accepted by all people. Pricing refers to the amount of expenditure needed when making a product and the amount of profit that will be obtained. After that we can do direct marketing or field work.

In market observations we observe firsthand the market opportunities for the products we offer later, whether there are many or few interested ones. We do this by looking at opportunities, business competitors, types of consumers (buyers) targeted and so on. We did this step so that we were able to determine the future steps in selling products after manufacture.

Preparations made by our paper, starting from surveys where suppliers of tools and materials are made, cooperating with sellers who provide tools and materials, so that we are able to control the price development of distributors and determine the price of products. So there are not many costs incurred and later the product price is also not expensive.

Research Results and Discussion

At this time children are less fond of vegetables so we choose to manage the vegetable into an ice that is more in demand by every child and the taste created is not like vegetable flavor in general. So that children have the attraction to consume it. Genjer is proven to contain protein, carbohydrates, iron, calcium, and phosphorus. In addition to this nutrient content, high fiber content in the leaves / stems / genjer flowers is very good for the digestive tract (preventing constipation). In addition the genjer leaves also contain flavonoids and polyphenols. Flavonoids can act directly as antibiotics and polyphenols have a role as antioxidants that can reduce the risk of cancer and reduce bad cholesterol levels (<http://www.parenting.co.id/dunia-mama/daun-genjer>).

Genjer can also increase appetite for consuming this ice cream three times a week, so the reaction will be seen that is a little less appetite. In accordance with the research we have done at elementary school of Sidotopo Wetan 2 children there after consuming the Genjer ice, their appetite increases because in the plant genjer contains benefits that can increase appetite. This is because the genjer has a distinctive aroma and taste able to arouse appetite. Appetite is very important because if your appetite decreases, your metabolism will also decrease (<https://manfaat.co.id/manfaat-genjer>). Because the genjer plants in the general public only knows the genjer plants as vegetables as consumed but do not know how to display food that can be an attraction for easy consumption by children.

That is why we made an experiment to process the genjer plant into an ice cream that is more in demand by children. In general, the taste of an ice cream is from a fruit that tastes very refreshing. But with us trying to work out how to manage plants into a new flavor that is no less refreshing than fruit flavors. So that makes ice cream genjer is very unique in the ears of the community and because of its uniqueness it can make parents curious to try on their children.

Conclusions and Recommendations

Obtaining healthy food by utilizing from swamp plants and increasing the effectiveness of the economic growth of genjer farmers, thereby increasing business opportunities for the community by distributing ENTJER (genjer ice cream) to the surrounding community at an economical price. By paying attention to the benefits of the genjer plant can be an herbal medicine for appetite enhancers in children, introducing products without side effects because they are made from natural ingredients with ease in terms of consumption, and utilizing ENTJER (genjer ice cream) can be as a snack, and provide benefits for the community both for the cost of daily needs and in developing the ENTJER (ice cream genjer) business later.

For those who want to manage this genjer plant you can manage it to maintain a kind of biscuit or bread that can be processed into a special taste of the genjer plant and no less delicious than bread in general, the main ingredient is wheat flour so this genjer plant can be managed into foods that can be used as snacks that can be consumed by children even though adults. The main object that can be used as an experiment can be in a company canteen or in the campus canteen to prove that the benefits of genjer plants not only affect children under 5 years old but also beneficial for adults who have appetite problems.

Genjers can also increase appetite for consuming this ice cream three times a week, so the reaction will be seen that is a little less appetite. In accordance with the research we have done in elementary school children in Sidotopo Wetan II there after consuming Genjer ice.

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