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Analysis Potential Business Kebab Vegetable as Product Food Healthy for Creative Food Business Education

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ABSTRACT

Purpose of the study: Inadequate fruit and vegetable consumption remains a major public health concern in Indonesia, with only 3.3% of the population meeting the recommended intake of ≥ 5 servings per day. This condition highlights the need for innovative, fiber-based food products that can increase public interest in healthy eating. Integrating entrepreneurship education into nutrition programs provides an opportunity to develop nutritious and commercially viable food products, such as vegetable kebabs.

Materials and methods: This study employed a descriptive quantitative approach using secondary data from a healthy food bazaar conducted by undergraduate nutrition students at the Faculty of Health Sciences, Bina Bangsa University, in April 2024. Business feasibility was assessed using Revenue–Cost (R/C) ratio analysis, while strategic positioning was evaluated through SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, including IFAS and EFAS matrix assessments.

Results: The total production cost for 30 vegetable kebabs per day was IDR 227,200, with total revenue of IDR 300,000 and a net profit of IDR 72,800. The R/C ratio was 1.32, indicating that the business is financially feasible ($R/C > 1$). SWOT analysis showed a strong internal factor score (2.24) and external factor score (2.01), positioning the business in Quadrant I (growth-oriented strategy). Key strengths included strategic location, affordable pricing, and guaranteed product quality, while opportunities were supported by digital promotion and increasing health awareness among students.

Conclusions: The vegetable kebab business demonstrates strong financial feasibility and strategic growth potential. As an entrepreneurship-based educational initiative, this product provides practical learning experience for nutrition students while contributing to the development of healthy, innovative food businesses. Continuous product innovation and strategic marketing are essential to sustain and expand the business.

Keywords

business feasibility; vegetable kebab; SWOT analysis; entrepreneurship education; healthy food innovation.

INTRODUCTION

Development culinary in Indonesia on time moment This Already very rapidly. Culinary close related to cooking, food engineering processing, art in presentation up to food traditions on something culture. Culinary No just looked at as form fulfillment of needs consumption man, but also as part from style life in public. Matter This Which cause Lots public those who are interested in pursue business or business in field culinary. Nowadays, consumers have started to be more selective in choosing the food they will consume more wise in choose food Which impact Good on health, like food that No only appearance interesting, flavor Which nice, but Also food Which worth nutrition Good. In addition, if we look at the 2023 Indonesian Health Survey (SKI) data, it was found that the proportion of the population Indonesia (age ≥ 5 year) Which No consume fruit and vegetable Enough in a day (< 5 servings a day) is 96.7%. This means that only 3.3% of the Indonesian population meets the recommended daily fruit and vegetable consumption (Ministry of Health RI, 2023). Therefore, it is necessary to solve the problem of fulfilling fiber needs through innovation of fiber-based products. tall fiber Which expected can increase interest public in consume Food sources of fiber, namely fruit and vegetables.

Education in the field of nutrition is not only focused in clinical nutrition services, but also nutrition services in the community. Education nutrition expected can produce graduate of Which can overcome nutritional problems in the community (Persaji, 2018). One strategy that can be implemented is education related to business in field food creative. Student nutrition expected can create A business product food that nutritious and innovative from material food local Which available, as well as follow development current era This. Student must trained own soft skills in entrepreneurship For capable become agent of change or agent of change Which beneficial in time Which will come (Goretty Bantas et al., 2023). Students can move help public in create work, like community empowerment through business economy productive (UEP) For improvement welfare public poor (Ilham, 2021). Kebab can become choice innovation product food Healthy. Kebab is food which originates from from area East Middle And become Wrong One food Which Lots popular by various groups public in Indonesia. On generally, kebab Which marketed contain tall fat which can impact bad on health body if consumed in amount Lots And frequent frequency. So that innovation in form kebab vegetable can become choice alternative Which creative. Through this vegetable kebab product business, it is hoped that it can help the community in meeting their fiber needs. consumption vegetable Which become material main on kebab vegetable. Besides

That, expected can become a business product food Which promising and produce profit.

A business or business Which will executed must own potential Which Good. Analysis business potential Which can done that is analysis eligibility business and analysis SWOT (strengths, weaknesses, opportunities, threats) to identify factors that can influence the sustainability of the product business. Analysis SWOT become Wrong One analysis Which Lots chosen for identify internal factors and external something business business. Analysis This used for development strategy business in a way effective. studies previously use analysis SWOT forknow potential business Food stalls Fun Village Balunijuk in field culinary (Zianah Safitri, 2024). Analysis SWOT Also used in A studies For determine strategy in increase sale in A House eat (Pamungkas, 2023).

MATERIALS AND METHODS

This study uses secondary data from healthy food product bazaar activities carried out by student semester 2 Program Studies S1 Nutrition Faculty Knowledge Health University Bina Bangsa in April 2024. Sales of analyzed products in this study, namely vegetable kebabs. Determination product done in a way purposive with consideration that product kebab vegetable the most sought after by consumers and the ones that generate the most profit compared to product sales food Healthy other moment bazaar implemented.

Study This analyze potential business with use two method, that is method feasibility analysis business and analysis factors Which influence business through method analysis SWOT (strengths, weaknesses, opportunities, threats). Determining the feasibility of a product business can be done through financial and economic analysis by considering the total results and profits of the business in the economy as a whole. overall. Following is formula Which used in determination eligibility business product.

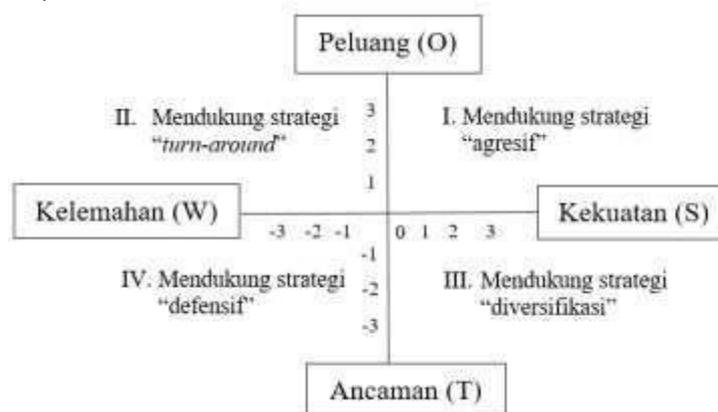
$$RC = \frac{TR}{TC}$$

Information:

TR = Total reception from sale product (Rp)

TC = Total cost Which required For produce product (Rp) With Criteria Eligibility Business, as following. $R/C > 1$: Business product worthy For endeavored $R/C < 1$: Business product No worthy For $R/C = 1$: The business is neither profitable nor at a loss.

Whereas analysis factors which influences product business kebab vegetable in research this through analysis SWOT. Factors in Analysis SWOT, Which consists of from factor strength (strengths), weaknesses (weakness), opportunities (opportunities) and threats (threat). SWOT analysis can identify the factors internal And external Which influential to achievement objective something business. Power or strength is factor internal Which describe strength from product Which support product development. Weaknesses are internal factors that hinder product development. something product. Opportunity or opportunities is factor external Which has the potential to provide profit on sale product. Whereas threat or threats is conditions that compared backwards with opportunity, factor external Which become barrier in success sale product (Sukatmadiredja et al., 2019). Following is diagram Which describe SWOT analysis concept.



Picture 1. Diagram Analysis SWOT

On picture 1. There is 4 combination factor on Analysis SWOT, among them that is (Erica et et al., 2023): 1. Quadrant I, Strategy Strengths And Opportunities (SO). Strategy This formed by maximizing utilization opportunity (O) for add strength (S); 2. Quadrant II, Strategy Opportunities and Weakness (WO). Strategy This done with maximize utilization opportunity (O) with overcome weakness (W); 3. Quadrant III, Strategy Strengths and Threats (ST). Strategy This formed for use strength (S) For avoid occurrence threat (T); 4. Quadrant IV, Strategy Weakness and Threats (WT). strategy This formed by minimizing weakness (W) For can avoid emergence threat (T).

RESULTS & DISCUSSION

On study This there is two analysis Which used in determine potential business vegetable kebab that is method analysis eligibility business and analysis SWOT business. Analysis Eligibility Business: In a production business, there are two types of costs

that need to be considered in analyzing the feasibility of a product business, namely fixed costs and variable costs (Bakri et al., 2018). Fixed costs are costs that do not change or are not affected by changes in production. volume/amount production, like cost rent building, cost electricity, water, And other. In research This, cost still No taken into account Because sale done in page campus and no need emit cost. Whereas cost variables is cost Which can changed/influenced by change volume/amount production. Based on Table 1, cost variables on business kebab vegetables, namely cost material standard product kebab vegetable, packaging And gas. Cost Which issuedfor buy material standard product kebab vegetable that is Rp 219,000, cost for packaging 30 pcs kebab vegetable that is Rp. 7,500, then the cost for gas needs in one go vegetable kebab production (30 pcs) per day is IDR 700. So total cost variables in One day production 30 pcs kebab vegetable on study that is amounting to Rp. 227,200. Cost variables can changed along with volume production. If volume production is increasing big, so will increase big Also cost Which issued.

Table 1. Cost Variables Production Vegetable Kebab in 1 Day (30 pcs)

No	Type Cost	Cost 1 day (30 pcs)
1	Cost Material Baku	Rp. 219,000
2	Packaging	Rp. 7,500
3	Gas	Rp. 700
Total		Rp. 227,200

Based on Table 2. Can known that with analyze cost still and cost variables in the vegetable kebab business, the total costs required to produce as many vegetable kebabs are obtained. 30 pcs in One day that is Rp 227,000.

Table 2. Total Cost Production Kebab Vegetable in 1 day (30 pcs)

No	Type Cost	Cost 1 day (30 pcs)
1	Cost Still	Rp. -
2	Cost Variables	Rp. 227,200
Total		Rp. 227,200

In this study, the data used are the results of the entrepreneurship bazaar that was held. by student S1 Nutrition Faculty Knowledge Health University Build Nation. Price set in sale product kebab vegetable This based on calculation cost material standard And overhead costs. Cost *overhead* is cost production besides material standard, nature No direct Which must be taken into account by the seller in determine the selling price of business products. Not only the cost of raw materials and cost *overhead*, in study This Also take into account profit Which desired that is by 30%. so the selling price of 1 vegetable kebab set in this study is IDR 10,000. Based on Table 3. activity bazaar student S1 nutrition sell as much as 30 pcs kebab vegetable, then acceptance student from results sale kebab vegetable on bazaar that is as much as Rp. 300,000.

Table 3. Total Reception Production Kebab Vegetable in 1 Day (30 pcs)

No	Amount Production	Price (pcs)	Total Reception
1	30	Rp. 10,000	Rp. 300,000

Table 4. Show that calculation income/profit results sale kebab vegetables that done by student S1 Nutrition Faculty Knowledge Health University Build Nation based ontotal acceptance with total cost production 30 pcs kebab vegetable in 1 day. So that earned income student S1 Nutrition in sell 30 pcs kebab vegetable that is Rp 72,800.

Table 4. Income Production Kebab Vegetable in 1 Day (30 pcs)

No	Description	Amount
1	Total Reception	Rp. 300,000
2	Cost Total Production	Rp. 227,200
	Total Income	Rp. 72,800

Evaluation eligibility business kebab vegetable useful for evaluate how much worthy business kebab vegetables for can developed by student S1 Nutrition Faculty Knowledge Health University Build Nation. The feasibility of a vegetable kebab business is analyzed by considering the profits/income obtained from sale product. Eligibility business (R/C) counted with method compare TR (total revenue sale product) with TC (Total cost Which required for produce product). So that on Table 5. Got it mark eligibility business that is 1.32. If compared to with Based on the existing criteria, the vegetable kebab product business is said to be feasible (R/C > 1) to be developed by students. S1 Nutrition Faculty Knowledge Health University Build Nation.

Table 5. Eligibility Business Product Kebab Vegetable in 1 Day (30 pcs)

No	Description	Profit (Rp)
1	Total Reception (TR)	Rp. 300,000
2	Total Cost Production (TC)	Rp. 227,200
	Eligibility (R/C)	1.32

Analysis SWOT (*Strength, Weakness, Opportunities and Threats*): Apart from analysis business feasibility, research This also uses analysis methods SWOT to see potential business kebab vegetable. Analysis SWOT done with method observation and survey A brief analysis via *Google Form* related to the vegetable kebab products sold. Two types of factors were analyzed, namely internal and external factors. Internal factors are factors that come from within business, can controlled by seller, which consists of from factor strength (*strength*) and Weakness factors. Meanwhile, external factors are factors that originate from outside the business, cannot be directly controlled by the seller, but need to be anticipated, including opportunity *factors* and threat *factors*. Factor Strength (*Strengths*) on Business Kebab Vegetable: Factor strengths is factor internal which reflects business power and impact Good on development business product kebab vegetable.

Based on results observation conducted by researchers on student vegetable kebab sellers and a mini survey on consumers/buyers kebab vegetable, obtained on Table 6. that factor strength (*strengths*) in business kebab vegetable that is location Which strategic, price affordable and quality kebab vegetable Which guaranteed. Location business kebab vegetable it is said strategic Because located in page front Campus C Bina Bangsa University, so it is easily accessible to the sales target, namely students. Other factors, product kebab vegetable own price Which affordable by student that is only Rp 10,000. Besides that, factor strength other from business kebab vegetable This There is quality Which guaranteed, matter This due to production by student nutrition Which has understand draft organization food with regard to material standard And hygiene, sanitation. Factor strength This need maintained to support opportunity on business kebab vegetable.

Table 6. Factor Strength (*Strengths*) on Business Kebab Vegetable

No	Factor Strengths (Strength)
1	Location strategic
2	Price affordable
3	Quality guaranteed

Factor Weakness (*Weakness*) on Business Kebab Vegetable: *Weakness* factors are included in internal factors that can be a threat to something business if no controlled with Good. On study This, according to Table One of the weak factors is that the production of vegetable kebabs is not large, because moment sale ongoing, request will kebab vegetable more Lots compared to inventory Which There is. Factor weakness other that is Still limited his facility business, as needed tent cone (sarnafil) Which nature permanent, as well as display case food so that the buying and selling process is more comfortable and sanitation is guaranteed. Furthermore, groups of students were seen during the sale. seller No fully present, so that Work The same between member team not enough okay. However, factors weakness This can overcome with do evaluation sale. The production volume of vegetable kebabs can be increased to meet consumer demand. Vegetable kebab products must be can develop with innovation Which new so that can rival product in around location. Member team seller need do evaluation in a way routine for create Work The same the good one.

Table 7. Factor Weakness (*weakness*) on Business Kebab Vegetable

No	Factor Weakness (Weakness)
1	Amount production not enough Lots
2	Limitations facility business
3	Work The same between member team seller not enough Good

Factor External Opportunity (*Opportunities*): Factor opportunity (*opportunities*) is factor external can support strength from a business. Factors opportunity must maintained and developed in something business. Table 8 shows that the opportunity factor in the vegetable kebab business is easy access for students, in addition to being located in the campus area, student access becomes... easy Because can order in a way digitalization Which provided by seller. Kebab Vegetables can be a snack option for students who want to snack but still eat healthy. Promotion of kebab products vegetable done in a way digital, namely via account social media in general often accessible by student. Promotion in a way digital can reach consumer Which noonly from student University Build Nation, but Also consumer diverse from off campus. Factor opportunity other that is start improve it awareness student will health that make student will more choose For snacks Healthy However still own flavor delicious ones, like vegetable kebabs.

Table 8. Factor Opportunity (*Opportunities*) on Business Kebab Vegetable

No	Factor Opportunity (Opportunities)
1	Easy accessible to students
2	Promotion Which nature digitalization
3	Improve it awareness student about health

Factor External Threat (*Threats*): Factor threat (*threats*) is factor from outside business (external) Which can make an impact Which bad to development something business. Factor threat on product kebab in the Table 9, that is factor competition kebab vegetable with product snacks type other Which there is around campus. Competition This can overcome with innovations new from product kebab vegetables that can increase interest buyer. Besides That, also there is threat other from There is competition for similar products, so this vegetable kebab business must have something unique to be able to compete seller other. Price material standard kebab vegetable nature fluctuating or no still, matter this can impact on price sale kebab vegetable Which can become more expensive if material prices standard rise. Therefore, matter This can anticipated with evaluate price market regularly and maximize use so that No cause increase price Which tall.

Table 9. Factor Threat (*Threats*) in Business Kebab Vegetable

No	Factor Threat (Threats)
1	Competition product with product snacks other
2	Competition similar products product by other sellers
3	Price material standard nature fluctuating

The SWOT method requires in-depth analysis to determine a sound strategy for running a business product. The analysis is conducted by weighting the factors. and *ratings* on each internal factor (IFAS) and external factor (EFAS) that has analyzed on business kebab vegetable, like Which has there is on Table 10 And Table 11.

Table 10. Internal Factor Analysis Summary (IFAS)

Factor Internal		Weight	Rating	Weight x Rating (Score)
Strength	Location strategic	0.17	6.00	1.02
	Price affordable	0.2	5.00	1.00
	Quality Guaranteed	0.2	7.00	1.40
Total Factor Strength (S)		3.42		
Weakness	Amount production not enough Lots	0.08	4.00	0.32
	Limitations facility business	0.18	1.00	0.18
	Work The same between member team seller not enough	0.17	4.00	0.68
	Total Weakness Factors (W)	1.18		
Total Score (S + W)		4.6		

Based on table 10 in on, total score factor strength (*strengths*) business product kebab The total score for the vegetable kebab business is 3.42, and the total score for its weakness factors is 1.18. Meanwhile, the total score for the internal factors (*strengths* and *weaknesses*) of this vegetable kebab business is 4.6. These scores will then be used to determine the target score. Coordinate on diagram SWOT. Coordinate determined with do subtraction from the total strengths score (3.42) with the total weaknesses score (1.18). So we get coordinate For factor internal that is 2.24.

Table 11. External Factor Analysis (EFAS)

Factor External		Weight	Rating	Weight x Rating (Score)
Opportunities	Easy accessible to students	0.16	6.00	0.96
	Promotion Which nature digitalization	0.2	7.00	1.40
	Increasing awareness student about health	0.17	5.00	0.85
Total Factor Opportunity		3.21		
(Threats)	Competition product with product snacks other	0.18	1.00	0.18
	Competition product with similar product by seller other	0.15	4.00	0.60
	Price material standard nature fluctuating	0.14	3.00	0.42
	Total Factor Threat (T)	1.2		
Total Score (O + T)		4.41		

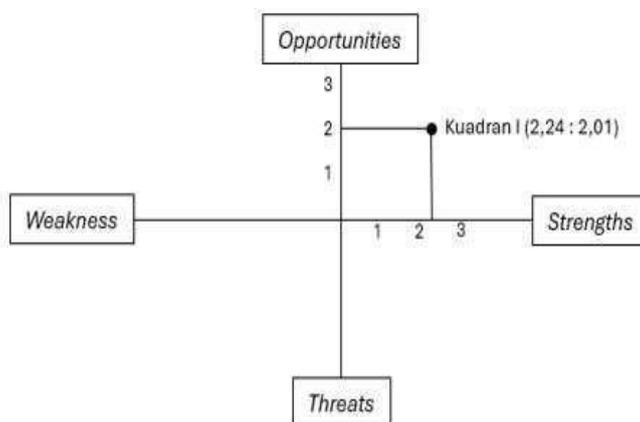


Figure 2. Diagram SWOT Business Kebab Vegetable

Based on Table 11 above, it was found that the total score of the opportunity factor *for the vegetable kebab* business was 3.21 and the total score of the threats was 1.2. While the total score of the two external factors was 3.21. (opportunity and threat) that is 4.41. Through mark score Which There is, obtained coordinates with method subtraction from score total opportunity (3.21) with score threat (1,2), that is 2.01. After get coordinates from factor internal and factor external, then next focus coordinate on diagram SWOT. Following in lower This on Picture 2. there is analysis diagram SWOT Business Kebab Vegetable by Student S1 Nutrition Faculty Knowledge Health Bina Bangsa University.

Diagram analysis SWOT on Picture 2, show that business kebab vegetable is in the quadrant I (*growth*) which is a profitable condition. This business has opportunity and strength factors. (SO) Which can support on development business kebab vegetable. So that strategy the right strategy to use is a strategy that can support a more aggressive growth policy (*growth-oriented strategy*) (Assidiqi, 2024). Based on the analysis of the strengths and opportunities (SO) factors owned by the company, business vegetable kebab, then you can determined strategy Which support, including the following. 1) Utilizing the strategic campus grounds with a more attractive sales area arrangement, so that besides easy for accessible, but Also increase Power pull student around campus for buy kebab vegetable (S1, O1); 2) Optimizing promotion Which nature digitalization through media social Which generally It's used by various levels of society, especially students. This keeps the selling price of vegetable kebabs affordable. without must There is cost addition for promotion product (S2, O2). 3) Claiming that the quality of the vegetable kebabs is guaranteed because

they are produced by nutrition students who understand the concepts of large-scale food preparation, hygiene, and food sanitation. can increase interest student, especially student Which has aware will the importance of health (S3, O3).

The sale of vegetable kebabs in the form of a bazaar is part of education. student S1 nutrition in entrepreneurship. Education businessman become important, remembering generations young public Indonesia prepared as generation gold Which own soul productive and innovative through independence entrepreneurship (Fitriyah et al., 2023). Activity business kebab vegetable This can be a learning experience for students in creating healthy, nutritious food products and increasing skills student in entrepreneurship.

Results analysis potential business vegetable kebab on study This, which use analysis method business feasibility and analysis SWOT show results good. Analysis results feasibility of kebab business vegetable show that kebab vegetable worthy for developed as business. Besides That, analysis results SWOT show that factor internal and external business kebab vegetable is at on conditions that profitable (quadrant I), so that strategy Which formed can support business development kebab vegetable. So from second results analysis, business kebab vegetable own potential Which Good to be developed as a business by undergraduate students in Nutrition, Faculty of Health Sciences, Bina Bangsa University. However, for maintain and develop business kebab vegetable This, so student are required to continue to strive to innovate products. This product innovation is the formation of change new toward repair from product previously for increase Power pull consumers. Creating product innovation is also done through creativity program students produce macaron products jam pineapple Which worthy for traded and marketed (Syakila, 2021). Besides That, the program that the same Also create innovation product in the form of chips tubers ganyong by student Which has a high chance of being developed as effort (Ananda, 2022). This shows that entrepreneurial activities by students are very good for education, especially undergraduate students majoring in Nutrition.

CONCLUSION & RECOMENDATION

Potential analysis in the vegetable kebab business is carried out through business feasibility analysis taking into account total cost production and profit Which obtained in a day production vegetable kebab as much as 30 pcs. Besides That, potential business kebab vegetable Also through analysis SWOT (strengths, weaknesses, opportunities and threats) by analyzing internal and external factors that influence the vegetable kebab business. Based on both analyses conducted, it was found that the vegetable kebab business has potential Which Good For developed. Business kebab vegetable stated worthy for developed and factors in the vegetable kebab business indicate favorable conditions. The strategy developed on business kebab vegetable can support development business. Innovation creative still needed for develop business and increase Power pull consumer.

This vegetable kebab business bazaar can serve as a platform for students to learn about entrepreneurship. This activity is also useful for creating creative, healthy and nutritious food products, as well as improving skills. student Bachelor of Nutrition Faculty of Health Sciences, Bina Bangsa University in entrepreneurship.

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