The purpose of this research is to produce “Otak-Otak” that can meet the standard of nutrition as well as have economical and affordable price by using linear program in the determining the formula of “Otak-Otak”.

The method of this research consisted of two phases, namely a preliminary study and the main research. Preliminary research analysis was conducted to analyze raw materials that would be used and chose the amount of fish as the main raw material used organoleptic testing. The Main research was conducted to determine the formula optimization of “Otak-Otak” using linear program. The response to this research included the analysis of protein content, fat content, water content, and organoleptic testing using hedonic test on attributes of colors, taste and textures of “Otak-Otak”.

The results showed that the formula 1 of “Otak-Otak” was selected as the best formula, with the price of otak-otak is Rp. 3619.5/100 gr. Formula 1 had 12.40% of protein content, 6.24% of fat content, and 57.24% of water content.

Keywords: Otak-otak, Linear Program