

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

The conclusions of this study entitled “Priority Analysis of Postharvest Quality Standards for Organic Vegetables in Modern Retail Markets” are as follows:

1. The mechanism for implementing organic vegetable postharvest quality standards at Twelve’s Organic has been implemented through the stages of product receiving, weighing and recording, sorting and washing, weighing and packaging, package sealing and and barcode labeling, product distribution, and product receiving and quality evaluation at modern retail. In general, the mechanism is in accordance with the principles of SNI 6729:2016 because it is able to maintain the quality, safety, traceability, and integrity of organic products during the postharvest process. However, there are still several aspects that need to be improved, especially in the completeness of product labeling information.
2. The analysis of the strategy for developing postharvest quality standards for organic vegetables at Twelve’s Organic using the SOAR method showed very positive results in each factors, with the highest score in the Results (3.83), followed by Aspirations (3.80), Opportunities (3.79), and Strengths (3,63). The recommended development strategies include four combinations, namely the S-A strategy (the use of internal potential to maintain product quality consistency to the retail side), O-A (the use of opportunities according to the needs of modern retail), S-R (the use of internal strength to reduce the level of product damage and maintain the

stability of cooperation), and O-R (the use of external opportunities to increase competitiveness).

3. The priority of postharvest handling quality standards based on AHP analysis shows that aspects of handling, storage, packaging, and transportation are the top priorities with a weight of 0.674. In this aspect, product freshness is the highest priority alternatives, followed by protective materials for transportation, separate storage facilities, and packaging material type. The results of the study show that the successful marketing of organic vegetables in modern retail markets largely depends on the company's ability to maintain the physical quality of products throughout the postharvest process, supported by an effective documentation system and regulatory-compliant product labeling.

5.2. Suggestions

CV. Reja Mayur is recommended to maintain the postharvest quality standard mechanism that has been implemented and make improvements in aspects that still need to be improved while implementing the development strategies identified through the SOAR analysis. In implementing these strategies, the company should prioritize improvements based on the results of the AHP analysis, particularly in the aspects of handling, storage, packaging, and transportation, followed by labeling and claims, as well as record traceability and documentation. Aligning the implementation of these priority improvements with the proposed development strategies is expected to strengthen the effectiveness of postharvest quality management, maintain product quality, and enhance the company's competitiveness and long-term collaboration with modern retail partners.