Journal of Economics Education and Entrepreneurship
Vol. 6, No. 3, December 2025, pp. 335-347
https://ppjp.ulm.ac.id/journals/index.php/jee/issue/view/945
ISSN: 2746-5438 (Print) | 2745-729X (Online)

Business Development Strategy: Organic Vegetable Products in Jambon Gesikan Village, Magelang City, Indonesia

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Article Info

Keywords:
Organic vegetables
SWOT analysis
IFAS–EFAS
Development strategy
Magelang City
Urban farming
Qualitative survey

A B S T R A C T

This research aims to develop a strategic framefowk for the growth of organic vegetable businesses in Kampung Jambon Gesikan, Magelang City. The studty employed a qualitative survey approach, collecting primary data through in-depth interviews with four key respondents consisting of community representatives, organic vegetable farmers, and a member of the Environmental Agency of Magelang City. Secondary data were obtained from supporting literature. The collected data were analyzed using data reduction, data display, and conclusion drawing, followed by internal and external factor analysis through the IFAS and EFAS matrices, which were subsequently processed using SWOT analysis to formulate development strategies. The results show that the organic vegetable business in Jambon Gesikan Village is positioned in Quadrant I (Aggressive), indicating strong potential to capitalize on existing market opportunities. The recommended strategy is an SO strategy, which involves leveraging strengths to maximize opportunities by expanding vegetable variety, enhancing product quality, developing derivative products, and establishing marketing partnerships.

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Submitted 22 Oct 2025; Accepted 08 Dec 2025; Published 31 Dec 2025

How to cite: Lubis, F. A. & Rohmah, F. (2025). Business Development Strategy: Organic Vegetable Products In Jambon Gesikan Village, Magelang City. *Journal of Economics Education and Entrepreneurship, 6*(3), 335-347. https://doi.org/10.20527/jee.v6i3.17096

1. INTRODUCTION

The agricultural sector is one of the most common occupations in Indonesia, as many people engage in farming due to the country's vast agricultural land. Organic farming has become one of the cultivation techniques widely practiced by the community. Organic farming itself is an integrated production system designed to maximize the productivity and potential of all components within the agricultural ecosystem, ranging from soil organisms, plants, livestock, to humans. Organic farming can be carried out intensively to ensure food availability.

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Productivity-focused intensive agricultural systems resulted in structurally simplified landscapes (Burkhard et al., 2016 ; Hermanns et al., 2017). Specifically, this system is implemented to avoid the use of synthetic chemicals such as artificial fertilizers and pesticides, instead relying more on natural processes to maintain soil fertility and plant health (Ali et al., 2022). Organic farming produces organic vegetables, which are increasingly in demand. Unlike inorganic vegetables, which are cultivated using pesticides and chemical fertilizers, organic vegetable cultivation uses natural materials and biological agents, such as microbes, without employing chemicals. The hope is this method will provide agricultural products that are safe for the health of farmers and consumers and will not harm the environment (Damanik et al., 2024). Global studies have shown that organic farming contributes significantly to soil health, long-term ecological sustainability, and improved environmental performance compared to conventional farming (Reganold & Wachter, 2016 ; Pimentel et al., 2005). These findings reinforce the growing transition toward organic production systems across various regions.

Organic vegetable farming is a business concept that prioritizes the quality of vegetable products by cultivating them without using synthetic pesticides and fertilizers, resulting in healthier and safer products for consumption, with better taste and quality. The concept of organic vegetable farming can generate economic benefits for farmers and is viable for cultivation. Organic farming has premium production costs but offers higher economic viability compared to conventional farming techniques. Organic farming serves as a form of product differentiation from conventional agriculture, offering better profit prospects than conventional farming, especially when there is integration between production and marketing (Septiadi & Mundiyah, 2020). Moreover, previous research indicates that organic agriculture can offer competitive economic advantages when supported by efficient market integration and differentiated product positioning (Seufert et al., 2012).

Despite this rising interest, agricultural development in Magelang faces several pressing problems. The city's limited land availability, typical of urban environments, forces farmers to cultivate within narrow spaces, often leading to inefficiencies in production. Moreover, many small-scale farmers still experience suboptimal land management, low adoption of post-harvest handling practices, limited access to quality seeds, unstable market prices, and weak integration with marketing channels. These issues hinder the ability of local farmers to sustain consistent production, improve product quality, and compete with conventionally produced vegetables in the broader market. Limited land availability is a common challenge in urban agriculture worldwide, where farmers must optimize small spaces while maintaining sustainable production levels (Specht et al., 2014). This aligns with the situation in Magelang City, where narrow yard spaces require efficient cultivation methods.

Jambon Gesikan Village in Magelang Tengah is one of the communities that has responded to these challenges by adopting organic farming on available yard spaces. Residents cultivate various vegetable crops including chili, cabbage, basil, lettuce, beans, water spinach, tomatoes, bitter melon, and spinach as well as fruit and medicinal plants. Although this initiative reflects strong community engagement, the development of organic farming in Jambon Gesikan remains limited by the absence of a structured business development strategy. In this case, the importance of entrepreneurial orientation as a manifestation of entrepreneurial tendencies, which drives an entrepreneur's activities (Hughes & Morgan, 2007 ; Sellappan & Shanmugam, 2020). In similar contexts, studies emphasize that smallholder farmers often struggle with structural barriers such as limited access to technology, fluctuating market prices, and weak supply chain integration, all of which reduce agricultural competitiveness (Barrett et al., 2010). Without a clear understanding of internal

strengths and weaknesses, as well as external opportunities and threats, the potential of organic vegetable enterprises in this area cannot be fully realized.

Given these conditions, the urgency of this research lies in the need to systematically identify the strategic position of the organic vegetable business in Jambon Gesikan and formulate development strategies that can enhance its competitiveness and long-term sustainability. Therefore, this study aims to analyze the internal and external factors influencing organic vegetable farming in the village and propose strategic recommendations to strengthen the business model. The findings are expected to support the advancement of sustainable agriculture in Magelang City and contribute to more resilient local food systems.

2. METHOD

2.1 Time and Place of Research

This research was conducted from June to September 2025 in Jambon Gesikan Hamlet, Cacaban Village, Magelang Tengah Sundistrict, Magelang City. The location was selected because it represents one of the community-baes organic farming area that has adopted urban farming practices using limited yard space. These chaacteristics make Jambon Gesikan become an appropriate site for examining organic vegetable vusiness development in an urban environment with land constraints.

2.2 Data Collection Methods

Primary data were collected through direct field observation and in-depth interviews with key stakeholders involved in organic vegetable farming in Jambon Gesikan. The interviews were conducted using a semi-structured guide, allowing the researcher to explore information related to business conditions, production processes, challenges encountered, and opportunities for development. Secondary data were obtained from relevant literature, reports, and documentation supporting the research topic.

2.3 Sampling Method

This research employed a purposive sampling method, which is a sampling technique conducted intentionally based on specific considerations (Damanik et al., 2024). This study employed a purposive sampling technique, in which respondents were intentionally selected based on specific criteria. A total of four respondents participated in the study:

a. the head of RW 4 Jambon Gesikan,
b. two organic vegetable farmers, and
c. one representative from the Environmental Agency (DLH) of Magelang City.

These respondents were chosen because they possess direct knowledge and experience related to organic farming practices, land management, production activities, and local environmental conditions.

2.4 Concept of Variable Measurement

The variables measured in this study represent the internal and external factors used as the foundation for conducting the SWOT analysis. These variables were identified through field observations and interviews with respondents, and then categorized into Strengths, Weaknesses, Opportunities, and Threats. Each variable reflects conditions that influence the development of the organic vegetable business in Jambon Gesikan Village. The measurement

of these variables serves as the basis for the preparation of the IFAS and EFAS matrices, which are later used to determine the strategic position of the business.

1. Strength (Internal Factors)

Variables under this category describe the capabilities and advantages currently possessed by the community in managing organic vegetable farming, including:

a. Diversity of vegetable types cultivated,
b. High quality of organic vegetables produced,
c. Consistent and sustainable production output,
d. The marketability of harvested products.

2. *Weakness (Internal Factors)*

These variables illustrate the limitations and internal constraints that hinder the optimal development of organic vegetable farming, namely:

a. Suboptimal land management practices,
b. Absence of post-harvest processing activities,
c. Lack of proper product packaging, and
d. Absence of marketing partnerships.

3. *Opportunities (External Factors)*

These variables refer to external conditions that may support business development if utilized effectively, including:

a. High market demand for vegetables,
b. Favorable climate and soil conditions for vegetable cultivation
c. Potential to develop derivative vegetable products
d. Availability of collaboration opportunities with external partners.

4. *Threats*

Threat variables represent external challenges that may negatively affect the organic vegetable farming business, such as:

a. High costs of seeds,
b. Pest and disease attacks
c. Lack of guaranteed selling prices,
d. Unpredictable weather conditions

2.5 Data Analysis Method

This research adopts a qualitative approach aimed at understanding the phenomena experienced by the subjects, including behaviors, perceptions, motivations, actions, and other relevant aspects, in a holistic and descriptive manner using words and language within a specific natural context, while employing various scientific methods (Moleong, 2017). Qualitative data obtained from interviews, observations, and literature reviews were analyzed through the stages of data reduction, data display, and conclusion drawing, which enabled the researcher to identify key internal and external factors influencing the organic vegetable business in Jambon Gesikan Village. The use of SWOT analysis supported by the IFAS and EFAS matrices has been widely applied in strategic management research to systematically assess business conditions and formulate development strategies (Helms & Nixon, 2010).

Following the qualitative analysis, the study applied a structured SWOT analysis to further examine the strategic position of the business. SWOT analysis is a strategic tool used to assess strengths, weaknesses, opportunities, and threats to formulate focused development strategies in response to environmental conditions (Maulana, 2025). To ensure consistency between the methodological procedures and the results presented, the SWOT analysis was operationalized through the following steps:

1. Identification of Internal and External Factors
Internal factors (strengths and weaknesses) and external factors (opportunities and threats) were identified through thematic analysis of interview data, field observations, and relevant literature. These factors formed the foundational variables for preparing the IFAS and EFAS matrices.

2. IFAS (Internal Factor Analysis Summary) Construction
Each internal factor was assessed through:
- a weight (0.0–1.0), indicating the relative importance of the factor,
- a rating (1–5), representing the degree of positive or negative influence, and
- a score, calculated by multiplying the weight by the rating.

The IFAS matrix captured the cumulative impact of all internal factors, producing an overall internal strategic score used in determining the business's position in the SWOT quadrant.

3. EFAS (External Factor Analysis Summary) Construction
External factors were evaluated using the same scoring technique. Each opportunity and threat received:
- a weight reflecting its significance,
- a rating showing its likelihood or impact, and
- a weighted score computed as weight × rating.

The EFAS matrix generated the external strategic score, which was analyzed together with IFAS results to identify the business's external positioning.

4. SWOT Quadrant Positioning
The difference between the total strength and weakness scores formed the X-axis value, while the difference between opportunity and threat scores constituted the Y-axis value. These coordinate values were plotted into a SWOT quadrant diagram to determine whether the organic vegetable business was positioned in an Aggressive, Conservative, Competitive, or Defensive strategic orientation.

5. Strategy Formulation
Based on the quadrant position and the interaction among SWOT components, four strategic alternatives were formulated:
- SO strategies: leveraging strengths to maximize opportunities,
- WO strategies: minimizing weaknesses to take advantage of opportunities,
- ST strategies: using strengths to anticipate or mitigate threats, and WT strategies: reducing weaknesses to avoid or minimize threats.

The qualitative data collected were analyzed through data reduction, data display, and conclusion drawing. Subsequently, the analysis was continued using the SWOT framework, which identifies internal and external factors affecting the business. Internal and external factors were evaluated using the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices. The weighted scores were then plotted into the SWOT quadrant diagram to determine the strategic position and formulate appropriate development strategies.

3. RESULTS AND DISCUSSION

3.1 Overview of Jambon Gesikan Village

Jambon Gesikan Village is located in the Cacaban Subdistrict, Magelang Tengah District, Magelang City. The village covers an area of approximately 2.25 hectares with a population of 329. The boundaries of Jambon Gesikan Village are as follows:

1. To the north: Jeksaan Village
2. To the south: Jambon Kidul Village
3. To the west: Kerkopan Village
4. To the east: Semplon Village

Jambon Gesikan Village is known as a "growing village" due to the residents' dedication to organizing their environment. The community has begun to implement organic farming practices by cultivating a variety of crops in a 7 x 10 m² area. The vegetables grown include chili, potatoes, cabbage, basil, lettuce, eggplant, beans, water spinach, tomatoes, bitter melon, spinach, and others. In addition, the community also grows fruit and medicinal plants. The village is often referred to as an "organic village" because the residents utilize their yard space for cultivating plants without the use of chemical fertilizers. Uniquely, the community uses household organic waste as fertilizer. Currently, organic vegetables are not only grown to meet daily needs but have also become commercial crops, capitalizing on market opportunities.

3.2 Identification of Internal and External Factors in Organic Vegetable Farming

Internal Factors refer to all aspects that originate from within an organization or group and can be directly controlled. These factors serve to identify the competitive advantages of an organization or group when effectively utilized, but they can also become weaknesses if not managed properly. In this context, both strengths and weaknesses are classified as internal factors (Narto & Basuki , 2020). Consumer preference for organic vegetables continues to rise due to higher perceived safety, nutritional value, and environmental benefits, which strengthens the market positioning of organic farming communities (Hughner et al., 2007). The purpose of analyzing internal factors is to assess the elements within a group. The strengths of the organic vegetable business in Jambon Gesikan Village are as follows:

1. A diverse variety of vegetables
2. High quality organic vegetables
3. Sustainable vegetable production
4. Marketable vegetable products

On the other hand, the weaknesses of the organic vegetable business in Jambon Gesikan Village include:

1. Suboptimal land management for vegetable production
2. Lack of further processing of vegetable products
3. Absence of packaging for vegetable products
4. Absence of strategic sales partnerships

External factors refer to elements that are outside the control of an organization or group but still have a significant impact on its success. Therefore, it is essential for the organization to effectively identify these external factors to capitalize on opportunities and mitigate threats. Opportunities and threats are classified as external factors. Positive external factors can assist the organization or group in achieving its objectives (Santoso, 2024).

External factors analysis aims to assess factors coming from outside a specific group. The opportunities for organic vegetable farming in Jambon Gesikan Village include:

1. High market demand for vegetables
2. Climate and soil suitability for vegetable cultivation
3. Processing vegetables into derivative products
4. Opening cooperation for vegetable sales

The weaknesses of organic vegetable farming in Jambon Gesikan Village include:

1. High seed costs
2. Pest and disease attacks
3. Lack of price guarantee
   Unpredictable weather conditions

3.3 IFAS Matrix

The IFAS (Internal Factor Analysis Summary) matrix is used to analyze or evaluate internal factors, that is, factors originating from within a specific group. The internal condition of a group is assessed based on its strengths and weaknesses. The scoring of these factors is measured on a scale from 1 (very unimportant) to 5 (very important). The IFAS matrix for organic vegetable farming in Jambon Gesikan Village is presented in Table 1.

Table 1. IFAS Matrix of Organic Vegetable Business in Jambon Gesikan Village

No	Internal Factor	Weight	Rating	Score
Strength				
1	Diversity in vegetable types	0,16	5	0,80
2	High quality of organic vegetables	0,16	5	0,80
3	Sustainable vegetable production	0,16	5	0,80
4	Marketable vegetable production	0,14	5	0,68
	Total			3,08
Weakness				
1	Suboptimal land management for vegetable cultivation	0,09	3	0,27
2	Absence of further processing of vegetable products	0,10	3	0,31
3	Lack of packaging for vegetable products	0,10	3	0,31
4	Absence of strategic partnerships for the sales of vegetable products	0,09	3	0,27
	Total			1,16
	IFAS TOTAL SCORE	1	32	4,23

Source: Processed primary data (2025)

Based on the data presented in Table 1, the highest internal factor scores under the strength category are the diversity of vegetable types, the quality of organic vegetables, and the sustainability of vegetable production, each with a score of 0.80. The lowest score is for the factor “marketable vegetable production,” with a score of 0.68. Meanwhile, the lowest internal factor scores under the weakness category are “suboptimal land management for vegetable production” and “absence of strategic sales partnerships,” both with a score of 0.27. The highest weaknesses are “lack of further processing of vegetable products” and “absence of packaging for vegetable products,” each with a score of 0.31.

The results of the weighting and rating in the IFAS (Internal Factor Analysis Summary) table show that the strength value of the organic vegetable farming business in Jambon Gesikan Village is 3.08, while the weakness value is 1.16. This indicates that the internal position of the organic vegetable farming group is relatively strong, with an overall average score of 4.23. It can be concluded that the organic vegetable farming business in Jambon Gesikan Village has been able to utilize its strengths effectively while overcoming its weaknesses in developing the enterprise.

3.4 EFAS Matrix

The EFAS (External Factor Analysis Summary) matrix is commonly used to analyze and evaluate external factors that originate outside a group. The external conditions of a group are assessed based on opportunities and threats. The scoring of these factors is measured on a

scale from 1 (very unimportant) to 5 (very important). The EFAS matrix for the organic vegetable farming business in Jambon Gesikan Village is presented in Table 2.

Table 2. EFAS Matrix of the Organic Vegetable Business in Jambon Gesikan Village

No	External Factor	Weight	Rating	Score
Opportunities				
1	High market demand for vegetables	0,18	5	0,88
2	Suitable climate and soil for vegetable cultivation	0,20	4	0,60
3	Processing vegetables into derivative products	0,15	4	0,60
4	Opportunities for collaboration in vegetable sales	0,14	4	0,55
	Total			2,63
Threats				
1	High cost of plant seeds	0,10	2	0,20
2	Pest attacks	0,10	2	0,20
3	Lack of price guarantees	0,09	2	0,18
4	Unpredictable weather conditions	0,10	3	0,30
	Total			0,88
	EFAS TOTAL SCORE	1	26	3,5

Source: Primary data (2025)

Table 2 shows that the highest opportunity factor is the high market demand for vegetables, with a score of 0.88, while the lowest opportunity factor is the opening of partnerships for vegetable sales, with a score of 0.55. Based on the weighted scoring and ratings used in the EFAS, the total opportunity factor value is 2.63, and the total threat factor value in the development strategy for the organic vegetable farming business in Jambon Gesikan Village is 0.88. Thus, the total EFAS score is 3.5. This result indicates that the organic vegetable farming business in Jambon Gesikan Village is able to respond effectively to the existing opportunities and external threats, as it remains at an average value.

3.5 Mapping of the Organic Vegetable Business Development Strategy

The position of the results from the IFAS and EFAS analyses for determining the development strategy of the organic vegetable business can be identified using the SWOT quadrant diagram. The SWOT quadrant diagram helps determine the position, represented by the coordinates (x, y), which in turn provides alternative main strategies that can be applied in the development of the organic vegetable farming business in Jambon Gesikan Village. The position is determined by calculating the difference between the subtotal scores from the IFAS and EFAS matrices, which are then plotted in one of the four quadrants: Quadrant 1, Quadrant 2, Quadrant 3, and Quadrant 4.

The calculation for the IFAS matrix is the difference between the strength and weakness factors (S-W) (3.08 - 1.16), which yields a value of 1.92 as the x-coordinate. For the EFAS matrix, the difference between the opportunity and threat factors (O-T) (2.63 - 0.88) results in a value of 1.75 as the y-coordinate. The position of the organic vegetable farming business in Jambon Gesikan Village is at the coordinates (1.92, 1.75) on the diagram, placing it in Quadrant 1 (Aggressive). This indicates that the organic vegetable farming business in Jambon Gesikan Village can effectively use its strengths to fully capitalize on the opportunities it possesses.

Figure 1 explain the position of the strategy quadrant located in Quadrant 1. In this situation, an alternative strategy that can be implemented is optimizing the diversity of vegetable types, develop derivative products from vegetables by utilizing sustainable production outputs and market harvested vegetables while simultaneously establishing

partnerships with sales collaborators by emphasizing organic quality and product diversity, one of the things that can be done is by diversifying products. Diversification at the farm level (diversification within farmland) includes any resource or activity related to agriculture, which goes beyond agricultural activities (Arndt & Helming, 2025).

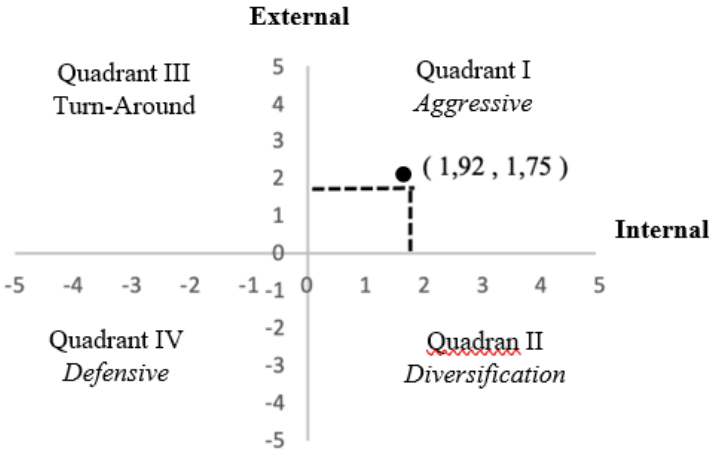

Figure 1. SWOT Diagram
Source: Processed primary data (2025)

3.6 SWOT Matrix Analysis of the Organic Vegetable Business

Based on the internal and external factors that influence the development strategy of the farming business in Jambon Gesikan Village, a development strategy can be formulated using these internal and external factors. The strategy involves leveraging strengths and opportunities while minimizing weaknesses and threats. The resulting strategies are presented in Table 3.

Table 3. Formulation of SWOT Strategies

IFAS / EFAS	Strength (S)	Weakness (W)
	1. Diversity in vegetable types 2. Quality of organic vegetables 3. Sustainable vegetable production 4. Marketable vegetable products	1. Land management for vegetable production is not yet optimal 2. No further processing of vegetable products has been carried out 3. Lack of packaging for vegetable products 4. Absence of strategic partnerships for vegetable product sales
Opportunities (O)	**SO Strategy**	**WO Strategy**
1. High market demand for vegetables 2. Suitable climate and soil conditions for vegetable cultivation 3. Opportunities to process vegetables into derivative products	1. Optimize the diversity of vegetable types to meet the high market demand (S1,O1) 2. Develop derivative products from vegetables by utilizing sustainable production outputs (O3,S3) 3. Market harvested vegetables	1. Enhance land management capacity to optimize cultivation by utilizing favorable climate and soil conditions (W1,O2) 2. Establish post-harvest processing and product packaging units to make products more attractive by taking advantage of collaboration

4. Potential for collaboration in vegetable sales	while simultaneously establishing partnerships with sales collaborators by emphasizing organic quality and product diversity (O4,S2,S1)	opportunities and high market demand (W2,O1) 3. Initiate a vegetable packaging program to strengthen competitiveness in a high-demand market (W3,O1) 4. Establish strategic partnerships through collaboration with external parties (W4,O4)
Threats (T) 1. High cost of plant seeds 2. Pest attacks 3. Absence of price guarantees 4. Unpredictable weather conditions	**ST Strategy** 1. Utilize sustainable production outputs to address the threat of high seed prices through cost-efficiency systems (S3,T1) 2. Use vegetable diversity to mitigate risks associated with unpredictable weather conditions (S1,T4) 3. Implement integrated pest management to maintain the quality of production so that it remains marketable despite pest threats (S4,T2) 4. Rely on organic quality to preserve the product's market value even in the absence of price guarantees (S2,T3)	**WT Strategy** 1. Address weak land management practices through training programs to enhance crop resistance against pest attacks (W1,T2) 2. Improve vegetable management practices to minimize losses caused by fluctuating prices and extreme weather conditions (W2,W3,T4) 3. Establish strategic partnerships to overcome challenges related to high seed prices and the absence of price guarantees (W4,T1,T3)

Source: Processed primary data (2025)

3.7. Development Strategy for the Organic Vegetable Business

Based on the research conducted, which includes an analysis of the organic vegetable business in Jambon Gesikan Village using SWOT analysis and scoring through the IFAS and EFAS matrices, the potential for development in Jambon Gesikan Village is deemed viable, thus requiring a development strategy. Through calculations using the values from the IFAS and EFAS tables, the organic vegetable business in Jambon Gesikan Village has a positive value, placing it in Quadrant 1 of the SWOT diagram. As a result, the strategy that can be employed is the SO strategy, which focuses on maximizing strengths to capitalize on opportunities. According to Rajapaksha et al., 2021, the decline in the quality and quantity of fruits and vegetables can occur during the harvesting process, post-harvest handling, transportation, and storage throughout the supply chain. Based on this, post-harvest management could serve as an alternative strategy to minimize quality loss and extend the shelf life of vegetables. These findings are consistent with Kader, 2005, who reported that improper handling, transport, and storage account for substantial post-harvest losses in vegetable supply chains. This also encourages organic vegetable businesses to innovate. According to research by Veronika et al., (2024), product innovation helps offer unique products that meet consumer preferences, through proactive innovation to gain a competitive advantage (Wang et al., 2020). In this way, the market is easier to reach, market orientation has a positive effect on product innovation (Yusrita et al., 2024). Companies focused on growth also tend to engage in new ideas, creative processes, and experiments to create new products or services (Lin et al., 2008; Garcia-Cruz et al., 2018).

In accordance with existing strengths and opportunities, this business can develop derivative products from vegetables by utilizing sustainable production results as a form of product innovation. According to Wahyuni & Sara (2020), innovation encompasses a

company's efforts to discover new or improved things through the identification, acquisition, and implementation of tasks related to products, services, processes, administration, management, as well as marketing strategies and organizational structure. Product innovation refers to the development of new products that attract consumer interest, stimulate buying desire, and enhance purchase decisions (Rosdiana & Rizki, 2024). According to Kotler & Keller (2008), to the main indicators, product updates include product features, design, and quality. Based on this, the production method with the aim of ensuring product quality remains a factor that must be considered so that innovation creates customer satisfaction. Young et al (2023) explained that according to many interviewees the ideal vision of agriculture is one where farmers are recognized and valued by society for their products and for the way they produce them. In this context, vegetable production activities have the potential to make a significant contribution to achieving two Sustainable Development Goals (SDGs 1 & 2), as set by the United Nations, namely reducing poverty and extreme hunger (Wongnaa et al., 2024).

4. CONCLUSION

Based on the results of the research conducted, the organic vegetable business in Jambon Gesikan Village holds significant potential for development. The SWOT analysis, using the SWOT quadrant diagram, indicates that the business is positioned in Quadrant I (Aggressive), with strengths and opportunities outweighing weaknesses and threats. This suggests that the community in Jambon Gesikan Village is able to leverage the diversity of vegetable types, the quality of organic vegetable products, and sustainability to support the development of the business. The development strategy that can be implemented for the organic vegetable business in Jambon Gesikan Village is to optimize strengths by taking advantage of existing opportunities through post-harvest processing, product packaging, and establishing partnerships with strategic allies. By implementing this strategy, the organic vegetable business in Jambon Gesikan Village can enhance its competitiveness, improve the community's welfare, and contribute to sustainable agriculture in Magelang City.

ACKNOWLEDGEMENTS

The authors would like to express their gratitude to Universitas Tidar for providing financial support for this research through the DIPA funding for the year 2025 (Number : 658/UN57/PT.01.05/2025), as well as to RW IV Jambon Gesikan for their assistance throughout the research process until its completion.

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