

ABSTRACT

The spread of COVID-19 has an impact on the activities of vegetable traders at the Purwokerto Traditional Market, which has the potential to cause vegetable food waste. Based on data from the 2021 National Waste Management Information System, it shows that vegetables are an indicator of an increase in waste contributors during the pandemic. This study aims to determine the factors that cause food waste in vegetable traders at the Purwokerto Traditional Market, to determine the activities of vegetable traders to the emergence of vegetable food waste in the Purwokerto Traditional Market and to determine recommendations for preventing the emergence of vegetable food waste in the Purwokerto Traditional Market. The research method used in this study is Chi square to test the hypothesis. Data were collected qualitatively and quantitatively through questionnaires and interviews with vegetable traders in traditional markets with a total sample of 110 respondents obtained through the Slovin formula. The results showed that there was an influence of retail behavior on the emergence of vegetable food waste during the pandemic at the Purwokerto Traditional Market where the factors that influenced the activities of vegetable traders included consumer shopping habits, vegetable marketing, vegetable handling, transportation systems, knowledge, environment and vegetable storage. The mitigation recommendations given are that the government can make new regulations, provide refrigerated warehouses, provide waste management and establish cooperation with Village-Owned Enterprises (BUMDES) and Micro, Small and Medium Enterprises (MSMEs).

Keywords: *Food waste, Traders, Markets, Purwokerto, Vegetables*