

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Making Guava Wine is a process that must be carried out carefully and meticulously. From selecting the raw materials to the fermentation process, each step must be done correctly, such as the room temperature for storing the fermenting wine, measuring the pH acidity of the guava wine, and the racking process to remove sediments formed during fermentation.

#### **5.2 Suggestion**

Research and development are recommended to enhance the quality, production efficiency, and marketability of guava wine. First, improving the fermentation process by consistently monitoring temperature and adjusting pH to optimize the wine's flavor and sensory quality. Managing strong odors and implementing more effective racking techniques are also important for producing clearer wine.

To enhance product appeal, sustainable packaging that reduces environmental impact while maintaining product quality should be explored, as well as investigating alternative materials or eco-friendly packaging designs that better preserve the wine's freshness and shelf life.

Maintaining a competitive pricing strategy and highlighting the unique benefits and high quality of guava wine in marketing can justify premium pricing. Educating consumers about the health benefits and unique qualities through marketing campaigns is also important. Additionally, further research to optimize the flavor profile and detailed nutritional analysis will enhance the marketability of guava wine.