

ABSTRACT

The problem of unemployment in Indonesia needs to be addressed by creating jobs and increasing people's productivity. WRAP Entrepreneurship program is to provide students with a comprehensive education in the realm of business and entrepreneurship. The establishment of Tanigochi Indonesia presents a potential solution to the increasing problem of unemployment in the country, aligning with Sustainable Development Goal (SDG) number 8 set by the United Nations (UN).

This research employs a qualitative method, descriptive analysis approach. The population consists of Telkom University students who have been customers of Tanigochi, Tanigochi management and also Entrepreneur who have adapted digital marketing in their business or company. the sample is Tanigochi Management of the Business, that have implemented digital marketing, and employees who hold position as digital marketers. In conclusion, Papaya Tanigochi has an opportunity to strengthen its business through digital marketing. Clear vision and mission statements should be developed to provide a sense of direction. This research also aimed to select appropriate digital marketing strategies for the agricultural business based on the STP. academic institutions are encouraged to conduct a series of educational activities, including SDG awareness webinars. the author will focus on identifying the most suitable digital platforms that can be deeply integrated into Papaya Tanigochi's operations.

Keywords: Tanigochi Management, Entrepreneurship, Business Mission, Digital Marketing, SDG 8.3, STP