

CHAPTER I

INTRODUCTION

1.1 Overview of Research Objects

Papaya business opportunity in 2022 appears to be quite significant. According to data from the Central Bureau of Statistics, papaya production has consistently increased during the 2019-2021 period. In 2019, papaya production was recorded at 986,991 tonnes. This figure grew to 1,016,388 tonnes in 2020 and further to 1,222,046 tonnes in 2021.

Papaya cultivation is widespread across various regions of Indonesia. However, it's worth noting that only certain provinces, such as Central Java, East Java, West Sumatra, South Sulawesi, and West Nusa Tenggara, are considered key centers responsible for processing nearly 50% of the national papaya production. This indicates that there is still substantial untapped potential within the papaya business (Trubus, 2022).

Papaya Tanigochi stands out as a well established plantation business that specializes in papaya fruit cultivation. Tanigochi Indonesia is a company that was established in March 2022. The founders of Tanigochi have engaged in a collaborative effort with landowners in the Purwakarta area, pooling their resources to maximize the utilization of available land. As a result, the founders successfully secured a two-year land contract. After conducting several fruit planting trials, papaya emerged as the most suitable crop for their operations. Situated in the village of Nyomplong Girang, Padalarang, within the province of West Java, Indonesia, the company is dedicated to producing high-quality papaya fruits that are not only rich in nutritional value but also cultivated through sustainable farming practices across the entire growth process.



Figure 1.1 Logo of Tanigochi.

Source: Owner Tanigochi

Tanigochi logo is one of the crucial aspects of their company. This visually appealing, easily memorable, and unique logo is highly meaningful. Designed by the Tanigochi team, it leaves a remarkable impression on those who see it, creating significance and being easily memorable. It also aids in building trust and credibility with customers. Papaya Tanigochi provides fresh and nutritious papaya fruit to local markets and the wider community, promoting the benefits of consumption.



Figure 1.2. Tanigochi's Papaya Garden located in the village of Nyomplong Girang, Padalarang, Source: Author's document (2022)



Figure 1.3. Tanigochi's Farmers are harvesting papayas from their gardens. Source: Author's document (2022)

Location:



Figure 1.4. Tanigochi's location and direction from Telkom University. Source: Google maps <https://goo.gl/maps/cAD9VSXDpR2KpRbn7> (2022)

The Tanigochi Papaya Farm is situated in the Nyomplong Girang Village, Padalarang, and can be reached by car in approximately 56 minutes covering a distance of 41.9 kilometers. Tanigochi excels in producing exceptional fruits through their meticulous garden management practices. Their commitment to maintaining a well-managed garden, which includes careful planning and execution, ensures the cultivation of healthy and productive plants. When plants are nurtured with care and provided with optimal conditions, they thrive, displaying robust health and yielding abundant produce. Effective garden management, such as providing suitable soil conditions, ensuring adequate sunlight exposure, implementing irrigation systems, and using sustainable pest and disease control methods, leads to multiple benefits. Firstly, it guarantees the plants' health and vitality by supplying essential nutrients, water, and sunlight for optimal growth. Healthy plants become more resilient to diseases and pests, resulting in reduced crop losses and increased productivity.

1.2 Research Background

SDG 8.3 in Sustainable Development Goal (SDG) number 8, established by the United Nations (UN), aims to promote sustainable, inclusive, and sustainable economic growth, as well poverty eradication and the creation of decent work opportunities for all. In this context, "entrepreneurial" refers to activities and

attitudes related to entrepreneurship. SDG 8.3 recognizes the importance of developing sustainable and inclusive economic activities while providing decent employment opportunities for everyone. To achieve this goal, fostering entrepreneurship is considered as one way to create new job opportunities, reduce unemployment rates, increase income, and alleviate poverty.

In efforts to achieve this, it is crucial to promote an entrepreneurial mindset and culture, provide support to small and medium-sized enterprises, facilitate access to capital and training, and create an environment that supports business development and innovation. The aim is to create decent and sustainable employment opportunities for all, contributing to inclusive economic growth and overall sustainable development goals that are agreed upon and applied to all nations without exception. One of the problems of national development in Indonesia is the problem of unemployment. Low economic growth can lead to unemployment. When human resources cannot be utilized properly, the economy cannot grow properly. Developing countries such as Indonesia, if they want to improve the standard of living of their people, then economically, they must create job opportunities and increase productivity. The high current supply of labour that does not match the needs of higher market demand causes the unemployment rate to be higher. The increasing population condition has increased the number of the labour force.

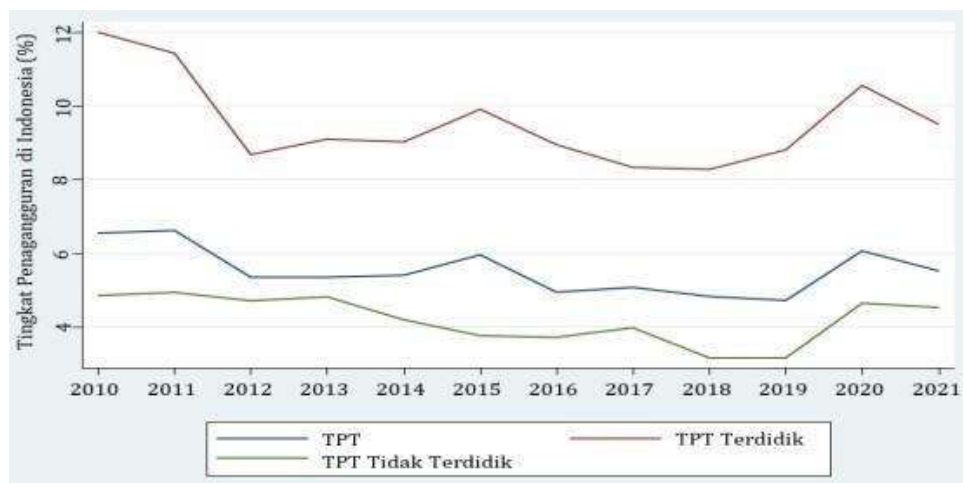


Figure 1.5. Development of the Open Unemployment

Source: BPS-Indonesia, 2010-2021.

Figure 1.5 can be seen before the pandemic of the development of the open unemployment rate; educated unemployment and uneducated unemployment to decline. Unemployed are active residents who are looking for work, preparing for business, and preparing for new jobs to residents who are not actively looking for work and who have a reason for getting a job but have yet to start working. An educated TPT (Transitioning Paraprofessionals Teachers) is someone who has graduated from high school to college. An uneducated TPT is someone who has graduated from junior high school. During the period 2010-2021, it was seen that the educated TPT was higher than that of the uneducated TPT. TPT is not educated with an average of 4.21 per cent; on the other hand, TPT is educated with a percentage of 9.54 per cent. TPT is the Open Unemployment Rate consisting of people who are unemployed and looking for work, those who are planning a business but do not have a job. Those who are unemployed and not looking for work because they feel it is impossible to get a job.

A large number of unemployed in a region is a problem that does not only cover the economic sphere. On the other hand, the issue of unemployment is also closely related to the social and educational spheres. Nowadays, it is not only people with low education who are unemployed; people with a high level of education are also unemployed. Limited employment makes it difficult to find jobs for the workforce, and this creates the potential to be unemployed.

Table 1.1 Open Unemployment Rate in West Java Region in 2020-2021

West Java Region	Open Unemployment Rate Districts/Cities (Percent)	
	2020	2021
West Java Province	10.46	9.82
Bogor	14.29	12.22
Sukabumi	9.60	9.51
Cianjur	11.05	9.32

Bandung	8.58	8.32
Garut	8.95	8.68
Tasikmalaya	7.12	6.16
Ciamis	5.66	5.06
Kuningan	11.22	11.68
Cirebon	11.52	10.38
Majalengka	5.84	5.71
Sumedang	9.89	9.18
Indramayu	9.21	8.30
Subang	9.48	9.77
Purwakarta	11.07	10.70
Karawang	11.52	11.83
Bekasi	11.54	10.09
Bandung Barat	12.25	11.65
Pangandaran	5.08	3.25
Kota Bogor	12.68	11.79
Kota Sukabumi	12.17	10.78
Kota Bandung	11.19	11.46

Source: Central Statistics Agency of West Java Province

Based on table 1.1 above, the open unemployment rate in the Regency/City of West Java Province, according to data from the Central Statistics Agency of West Java, is still relatively high. It can be seen from the past two years' data, namely 2020 and 2021. From the data above, it can also be informed that all districts or cities in West Java Province have increased from 2020 to 2021, which means the increasing number of unemployed in West Java Province. Factors from the growing open unemployment rate can be caused by many factors, such as low levels of education or lack of existing jobs not proportional to the number of job seekers. The higher unemployment rate will affect the decline in living

standards; if this condition continues to occur, it will hinder economic growth in the region.

Table 1.2 Bandung Open Unemployment Rate

Jumlah Pengangguran	Tahun
105,067	2019
147,081	2020
153.505	2021

Source: <https://www.detik.com>

In 2021, BPS recorded that the unemployment rate in the city of Bandung reached 153,505 people. Compared to the previous year, namely in 2020, the figure increased from 147,081 inhabitants. Then in 2019, that figure also rose from 105,067 people, it can be concluded that the unemployment rate, both in the city of Bandung and throughout Indonesia, is quite high. This situation has the potential to disrupt the stability and economy of Indonesia. As a response, Tanigochi has emerged as a solution aimed at reducing the unemployment rate by identifying and nurturing entrepreneurial talents. This objective is also explicitly outlined in the WRAP Entrepreneurship program's goals.

WRAP Entrepreneurship program is a college-level initiative designed to provide students with a comprehensive education in the realm of business and entrepreneurship. The program is motivated by the goal of fostering the entrepreneurial spirit among college students and providing them with the skills, knowledge, and resources necessary to succeed as business owners. During the program, which lasts for two semesters, students will be tasked with developing their own business ideas and bringing them to fruition, with guidance and support provided by a team of experienced lecturers, a dedicated teaching team, and a knowledgeable business mentor. The program is designed to provide students with a hands-on learning experience and equip them with the skills, confidence, and knowledge they need to succeed as entrepreneurs.



Figure 1.6. Wrap Enterpreneurship BTP Telkom University.

Source: <https://entrepreneurship.btp.or.id/>

Telkom University has set a long-term vision to become a global entrepreneurial university within 25 years, as outlined in its Master Plan Development (RENIP) for the period 2014-2038. The roadmap to achieving this vision is divided into five strategic periods, each with its own distinct goals and objectives. The first period, from 2014 to 2018, was focused on establishing Telkom University as a world-class institution that plays an active role in the development of science and art-based information technology. This vision was driven by the recognition that Indonesia still has the potential to advance and become more competitive on a global scale, and that quality education is a proven effective means of achieving this goal.

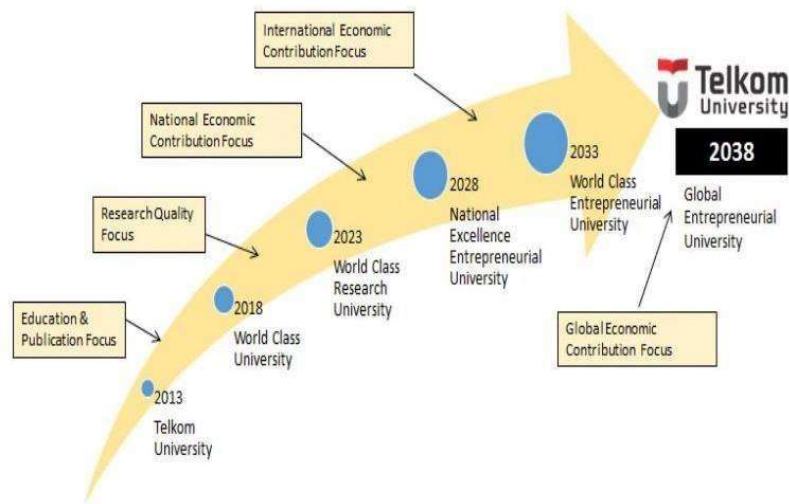


Figure 1.7. Telkom University's Vision. Source: <https://seb.telkomuniversity.ac.id/>

Tanigochi is an established agricultural business specializing in papaya cultivation. Located in the village of Nyomplong Girang, Padalarang, in the West Java province of Indonesia, the company is committed to producing high-quality papayas that are rich in nutritional value, while ensuring the implementation of sustainable farming practices throughout the cultivation process.

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). SDG 8 aims to promote economic growth through the development of entrepreneurial activities, creating new job opportunities, reducing unemployment rates, increasing income, and alleviating poverty by providing decent employment opportunities for all. It also serves as an inspiration for others who aspire to follow the path and spirit of entrepreneurship. This spirit aligns with the vision of Telkom University and the WRAP Entrepreneurship program, which aims to provide students with the skills, knowledge, and support they need to succeed as business owners.

The objective of this research project at Tanigochi Indonesia is to study and highlight the contributing factors to its success and demonstrate how these factors can be replicated by others. Thus, the findings from this research are expected to inspire others to pursue their own entrepreneurial endeavors and contribute to the economic growth and development of Indonesia.

Based on interviews conducted by researchers at the plantation in Purwakarta, West Java, the land was originally granted to the nearby pesantren (Islamic boarding school), which is now abandoned and subsequently utilized by residents (with proper permits) for cultivating organic papayas without the use of pesticides. However, the community requires marketing assistance for these papayas, as many collectors purchase them at low prices and request that the fruits not be fully ripe when reaching the supermarkets or cities to avoid spoilage. Therefore, there is a plan for Tanigochi to establish a joint business venture between the farmers in the village and their relatives in the city. Tanigochi is envisioned as a platform to break the purchasing chain so that ripe papayas have owners in the city who are interested in buying quality pesticide-free fruits directly from the mature trees.

Given the significance of the early and rapid development of transactions, digital marketing as a concept highlights a series of profile processes that embrace all available digital channels to promote products or services or to build a digital brand. Many businesses are racing to achieve sustainable development goals (Minculete & Olar, 2018). Digital marketing was initially built around websites due to economic principles, but it later proved robust by diverting traffic to the advertising sector, bidding sites, etc. Mark Sceats claims that using the Internet as a working and presentation environment makes digital marketing possible (Jamaludin & Huridi, 2018). Significant business and consumer behavior changes have already occurred and will continue to appear due to digital marketing. This kind of marketing must be operational to give businesses a unique platform to recognize and comprehend client needs and develop chances for them depending on place and time. Additionally, it lowers expenses by obviating pointless transactions (Minculete & Olar, 2018). Over the last decade, digital marketing has

evolved continuously and rapidly. This is evidenced by the intensive Internet use by many companies worldwide, mainly for advertising or corporate promotion. Other companies have fully utilized and fully accessed all the possible Internet facilities in their functional system, considered a modern means necessary in the design and development of business specific to the digital age. Internet development also supports companies in developing their organizational management, especially in marketing management. According to Kotler & Keller, (2017), marketing identifies and meets human needs. One good and short definition of marketing are profitably meeting needs. To achieve good marketing, we also need a combination of tools - tools used to do marketing. Indonesia is a country that also has internet access; the majority of people spread across all provinces of Indonesia have internet access. Based on the results of a survey conducted by Hootsuite and We are social, in 2022, as of February, we can see data on trends in the internet and social media users in 2022 in Indonesia:

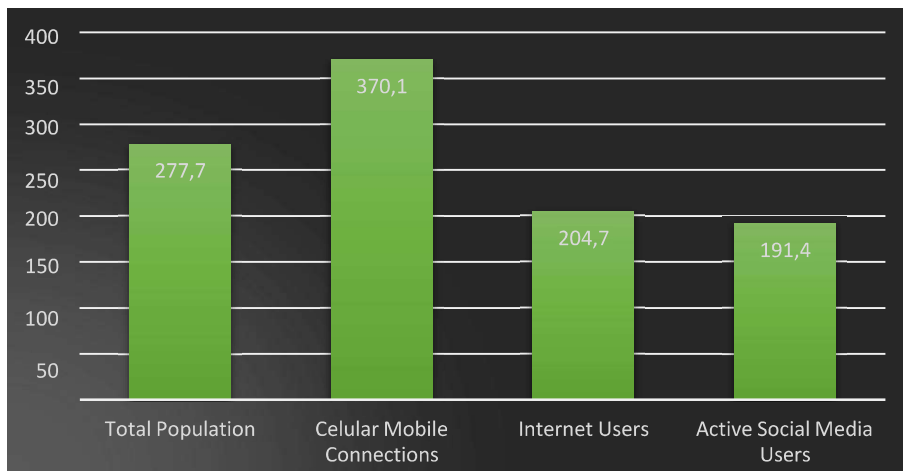


Figure 1.8 Data (Trends) of the Internet and Social Media Users in Indonesia in 2022.

Source: *wearesocial.com* (2022)

Data from We Are Social, and Hootsuite in February 2022 shows that the internet development in Indonesia, with a population of 7.91 billion people, has Internet users reaching 4.95 billion people. This figure shows that internet users have earned more than 60% of the total population in the world or more than half

of the world's population. This illustrates that the internet will continue to grow and develop in Indonesia.

The study's goal was to evaluate the efficiency of digital marketing as a crucial component of marketing strategy. Digital marketing is a vital component of every marketing plan. Exploring, producing, and providing value to a target market while making a profit is the science and art of marketing. Marketing helps people realize their unmet needs and desires.

The targeted market size is defined, measured, and quantified, along with the potential for profit (Kotler & Armstrong, 2018). Discuss how video, social media, smartphones, and the web enable meaningful experiences. They raise partner, customer, and prospect engagement when they work together. They promote corporate outcomes with high impact and efficiency by generating leads, raising awareness and knowledge, accelerating sales, providing services, and supporting technical partnerships. Understanding what advantages may be obtained through digital marketing is crucial. In the modern world, every company uses a variety of tactics to compete for a piece of the customer's attention. In this context, marketing is crucial for boosting customer interest and quantity. Producing highly competent products and services today is not just essential for success because having a simple marketing strategy may address many issues.

The internal conditions of a business, such as its goals, business strategy, and digital marketing strategy, have a considerable impact on its operational decisions. To achieve success, a company must prioritize its customers and understand their needs and desires through thorough customer analysis, which involves segmentation, targeting, and positioning processes (Armstrong, 2018). In the book "Marketing Strategy in the Digital Age," Kotler highlights how the advent of digital marketing has revolutionized society and compelled businesses to undergo digital transformation in order to cater to the fast and convenient preferences of consumers. This transformation entails rethinking business models and adopting efficient strategies, including digital marketing, as marketing and innovation are key drivers of profitability in any organization (Kotler, 2020).

Kotler further acknowledges the impact of the digital era on sales approaches. While traditional methods relied on sales channels to manage customer behavior, modern companies are striving to cultivate deeper connections with customers using digital platforms. Marketers consider the segmentation, targeting, and positioning (STP) model as the foundation of strategic marketing (Keller, 2016). Market segmentation involves dividing the market based on consumer groups, taking into account differences in demand, desires, purchasing behavior, and habits. The target market represents a specific segment within the overall market for a product or service. Market positioning is determined by evaluating the competitive landscape of similar products in the market (Kotler, 2020).

The development of STP marketing strategies in the digital age has been of great significance. Assessing and planning relevant strategies for a business or company requires analyzing both the external and internal business environments to provide recommendations and ensure appropriate management actions aligned with the environmental conditions.

1.3 Problem Formulation

1. How is the current analysis of Papaya Tanigochi business model and the opportunities for Tanigochi in adopting digital marketing?
2. How Papaya Tanigochi support the goals of SDG Target 8.3 in reducing unemployment rates and boosting economic growth?
3. What is the suitable digital marketing strategy for Papaya Tanigochi based on the analysis using the STP (Segmenting, Targeting, Positioning) model?

1.4 Research Objectives

1. To conduct an analysis of the current business model of Papaya Tanigochi and identify opportunities for the effective adoption of digital marketing.
2. To assess how Papaya Tanigochi contributes to achieving the objectives of SDG Target 8.3, particularly in reducing unemployment rates and promoting economic growth.
3. To develop and recommend a suitable digital marketing strategy for Papaya Tanigochi by applying the STP (Segmenting, Targeting, Positioning) model

to enhance its market presence and sustainability.

1.5 Research Benefits

Based on previous research, the benefits that the authors can conclude

1. For Companies

Increase company efficiency and effectiveness because companies get recommendations in choosing marketing techniques in the proper digitalmarketing.

2. For Academics

From an academic perspective, this research contributes to the understanding of Digital Marketing. It serves as a foundation for further research and the advancement of knowledge in the field of marketing. Additionally, it provides in-depth knowledge about SDG 8.3 and entrepreneurship. It fulfills the knowledge needs of students by offering profound insights into these areas of study.

1.6 Systematics of Final Project Writing

Contains systematics and a brief explanation of the research report consisting of Chapter I to Chapter V in the research report.

CHAPTER I INTRODUCTION

This chapter is a general, concise and concise explanation that describes the study's content. The content of this chapter includes an Overview of the object of study, research background, problem formulation, research objectives, research benefits, and final project writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter contains theories from general to specific, accompanied by previous research, and continues with a research framework that ends with a hypothesis if needed.

CHAPTER III RESEARCH METHODS

This chapter confirms the approaches, methods, and techniques used to collect and analyze findings that can answer research problems. This chapter includes a description of Types of Research, Operationalization of Variables, Population and Samples (for quantitative) / Social Situations (for qualitative), Data Collection, Validity and Reliability Tests, and Data Analysis Techniques.

CHAPTER IV RESEARCH AND DISCUSSION RESULTS

The results of the research and discussion are systematically described by the formulation of the problem and the purpose of the study and are presented in a separate subtitle. This chapter contains two parts: the first part presents the research results, and the second part presents the discussion or analysis of the research results. Every aspect of the discussion should start from the results of data analysis, then be interpreted, and then followed by concluding. The debate should be compared with previous studies or relevant theoretical foundations.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

Conclusions are the answers to research questions, then become suggestions related to research benefits.