

## Identification Of Entrepreneurship Dimensions To Support Sdg Target 8.3 At Telkom University. A Study Of Digital Marketing Strategy For “Papaya Tanigochi” At Telecommunications And Informatics Business Management Class.

## Identifikasi Dimensi Kewirausahaan Untuk Mendukung Target Sdg 8.3 Di Universitas Telkom. Studi Strategi Pemasaran Digital Untuk "Papaya Tanigochi" Pada Kelas Manajemen Bisnis Telekomunikasi Dan Informatika.

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### Abstrak

Masalah pengangguran di Indonesia butuh ditanggulangi dengan menciptakan lapangan kerja dan meningkatkan produktivitas masyarakat. Pendirian Tanigochi Indonesia menghadirkan solusi potensial terhadap meningkatnya masalah pengangguran di tanah air, sejalan dengan Tujuan Pembangunan Berkelanjutan (SDG) nomor 8 yang ditetapkan oleh Perserikatan Bangsa-Bangsa (PBB). Penelitian ini menggunakan metode kualitatif, dengan pendekatan deskriptif analisis. Populasinya terdiri dari mahasiswa Telkom University yang pernah menjadi pelanggan Tanigochi, manajemen Tanigochi dan juga *Entrepreneur* yang telah mengadaptasi *digital marketing* pada bisnis atau perusahaannya. Sampel dari penelitian ini adalah Karyawan Tanigochi, CEO Bisnis yang telah menerapkan pemasaran digital, dan karyawan yang menjabat sebagai pemasar digital. Kesimpulannya, Pepaya Tanigochi memiliki peluang untuk memperkuat bisnisnya melalui pemasaran digital. Pernyataan visi dan misi yang jelas harus dikembangkan untuk memberikan arah. Penelitian ini juga bertujuan untuk memilih strategi pemasaran digital yang tepat untuk bisnis pertanian berbasis STP. Institusi akademik didorong untuk melakukan serangkaian kegiatan pendidikan, termasuk webinar kesadaran SDG. Penelitian selanjutnya akan fokus pada mengidentifikasi platform digital yang paling sesuai yang dapat diintegrasikan secara mendalam ke dalam operasi Papaya Tanigochi.

Kata Kunci-manajemen tanigochi, entrepreneurship, misi bisnis, pemasaran digital, SDG 8.3

### 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 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 CEOs of Business, 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*

## I. INTRODUCTION

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. Situated in the village of Nyomplong Girang, Padalarang, within the province of WestJava, 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.

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 as poverty eradication and the creation of decent work opportunities for all.

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.

## A. Theoretical Background

### 1. Entrepreneurship

The generation of value that extends beyond economic considerations through entrepreneurship is strongly associated with the behavior of individual entrepreneurs, as noted by Gunawan (2021). Entrepreneurship serves as a means to discover innovative solutions to society's most pressing social issues and introduce fresh ideas that can drive societal transformation (Papaluca et al., 2020). Some scholars have introduced the term "ecopreneurship" to conceptualize entrepreneurship in contexts where environmental concerns are a central objective and a source of competitive advantage.

According to R. L. Lubis & Goffar (2023), the concept of ecopreneurship identifies three drivers of ecopreneurial action, which assist in identifying commercial opportunities while simultaneously creating environmental, social, and economic benefits. It also represents attitudes, skills, and behaviors that prioritize environmental, social, and economic values. Ecopreneurial actions encompass attitudes, skills, and behaviors that emphasize these values. Entrepreneurial activities are integral to people's lives and can sustain their livelihoods. However, traditional entrepreneurship, primarily focused on profit-making, may become less desirable in the future due to its adverse environmental impact and disregard for human rights.

### 2. SDGS 8.3

According to Diaz-Sarachaga and Ariza-Montes (2022), the concept of sustainable development aims to achieve economic growth while simultaneously advancing social progress without causing harm to the environment, and this is facilitated through key institutional frameworks. Integrating the Sustainable Development Goals (SDGs) into a business strategy and aligning them using a comprehensive approach is an effective method for exploring the interconnectedness of relevant areas that reflect an organization's impact and commitment to sustainability.

The United Nations Sustainable Development Goals emphasize the importance of strengthening the financial system to promote productive activities, create decent jobs, foster entrepreneurship, encourage creativity and innovation, and enhance financial inclusion (SDGs 8.3), as highlighted by Oduro (2022). In line with Mori Junior (2019), transparency and accountability regarding contributions to the SDGs, including specific targets and indicators, are crucial. Setting clear objectives and aligning them **Digital Marketing**

### 3. Strategy Digital Marketing

According to Chaffey (2016), a straightforward definition of a digital marketing strategy is an approach that utilizes digital technology platforms to assist in achieving marketing and business objectives. Having a digital marketing strategy is essential as it offers consistent guidance for a company's online marketing efforts, seamlessly integrating them with other marketing campaigns and contributing to overall business goals.

The primary focus of a digital marketing strategy revolves around making informed decisions on how to effectively utilize various channels to support existing marketing strategies. This involves capitalizing on the strengths of these channels while addressing and managing their inherent weaknesses. As pointed out by Michael Porter (2001) and cited in Chaffey (2016), the digital era has heightened the significance of strategy in driving business success, necessitating a well-defined and focused approach to strategy development.

### 4. STP (Segmenting, Targeting, Positioning)

STP (Segmenting, Targeting, Positioning) is a marketing strategy that can be applied both online and offline.

This marketing strategy involves a series of processes that are essential in developing a business strategy. . Segmenting serves as the foundation for determining the components of the strategy, including the selection of the target market. Effective segmentation is a key factor in surpassing competitors by viewing the market from a unique perspective and employing different approaches compared to competitors.

According to M. Kotler, (2020), following the segmentation process, the subsequent stage involves assessing the different segments to determine the specific segment that will be designated as the target market. After targeting, the next phase is positioning, a process where marketing strategies are crafted to shape how a particular market segment views a product in relation to competing products. Positioning strategies may encompass diverse elements, including product distinctiveness, user-centric placement, category-oriented placement, and other considerations.

## 5. Framework of Study

Figure 1. Framework of Study

## II. RESEARCH METHODOLOGY

This research employs a qualitative method. Qualitative research generally aims to comprehend the experiences, attitudes, and opinions of an individual or a group of people. It presents data and information to interpret research phenomena without relying on numerical measurements. Instead, it focuses on capturing the true essence of meaning and gaining insights into research issues and questions. (Indrawati, 2018). The measurement scale used in this study is an interval scale with a Likert scale instrument. The Likert scale has intervals from 1-5 which are (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. The following table shows the Likert scale ratings used to answer the questionnaire.

The research methodology plays a pivotal role in the entire study, encompassing aspects such as data collection and analysis methods. In this particular study, a qualitative research methodology is employed. Qualitative research is an approach that seeks to delve into and comprehend the meanings ascribed by individuals or groups to a social issue (Creswell & Creswell, 2018). As described by Creswell, the qualitative research process involves the emergence of questions and procedures, the collection of data, inductive data analysis, and the researcher's interpretation of the significance of the data. Qualitative research is characterized by in-depth and extended engagement with participants within a naturalistic setting, aiming to investigate the everyday experiences of individuals, groups, communities, and organizations (Miles & Huberman, 2014). **Findings**

In this chapter, the author elaborates on the results of the research that has been conducted, along with the discussion based on these results. During the interview stage, the author obtained information from 7 respondents. The first respondent was Tanigochi management. In this interview, I asked about Tanigochi's internal business aspects such as the products they market, the locations where they market these products, and the company's objectives. I used the STP (Segmentation, Targeting, Positioning) technique to gather information. I also inquired about the respondent's opinions on digital marketing, how familiar they are with SDG 8.3, and the impact of Tanigochi's business on SDG 8.3. Lastly, I asked about their expectations regarding Tanigochi's business in terms of reducing unemployment.

- A. In the first set of interviews, the first respondent was Tanigochi management. In this interview the author asked about Tanigochi's internal business aspects such as the products they market, the locations where they market these products, and the company's objectives. Used the STP (Segmentation, Targeting, Positioning) technique to gather information. I also inquired about the respondent's opinions on digital marketing, how familiar they are with SDG 8.3, and the impact of Tanigochi's business on SDG 8.3. Lastly, I asked about their expectations regarding Tanigochi's business in terms of reducing unemployment.
- B. The second set of interviews involved 4 Telkom University students majoring in Telecommunications and Information Business Management who are also regular consumers of Papaya Tanigochi from T Mart. I gathered their opinions about Papaya Tanigochi, how frequently they order food online, their familiarity with SDG 8.3, and the influence of Papaya Tanigochi's business on reducing unemployment and promoting a more viable economy. Additionally, I asked about their expectations regarding digital marketing in terms of promotion and sales for Papaya Tanigochi's business.

The third set of interviews included 2 experts. The first was an expert in digital marketing who has experience selling products on digital platforms. The second was an employee working in the position of a digital marketer. The questions posed by the author included what aspects Papaya Tanigochi's business should pay attention to when starting to market their products online, the risks, threats, and weaknesses of Papaya Tanigochi's business in marketing products online while considering segmentation, targeting, and positioning. I also asked about the impact of Papaya Tanigochi's business on SDG 8.3 and requested recommendations for suitable platforms or social media channels for Papaya Tanigochi's business to use.

#### A. Business mission analysis

A business mission statement is a statement about the goals, values, and objectives of an organization (Cox, 2023). It defines the culture, values, ethics, fundamental goals, and agenda of a company, and how each of these applies to the company's stakeholders. In the interview results with Respondent #1, Mr. Uwi from Tanigochi Management, he stated that Papaya Tanigochi aims to directly sell fresh ripe papayas from the tree to buyers and also provide opportunities for papaya farmers to get more profit. However, these goals have not been clearly stated as a vision and mission, which could potentially result in issues that may harm the company, such as a lack of direction. This lack of clear goals could cause employees or shareholders in the company get confused about company goals and objectives. Both statements provide purpose and goals, which are necessary elements of a strategy. (Patel, 2022), Furthermore, the unclear vision and mission can result in difficulties in setting company strategies, both short-term and long-term.

In accordance with Rangkuti (2008), strategies are classified into distinct types, which encompass management strategy, investment strategy, and business strategy. Within the domain of business strategy, the focus is on the managerial activities, which encompass various facets like marketing strategies, distribution strategies, and organizational strategies. As highlighted by Respondent #6, Gusti Kurniah, Tanigochi should develop their unique strategy to formulate a digital marketing approach. Digital marketing, as outlined by Patel (2022), entails the utilization of digital channels and technologies for the promotion of products and services. This encompasses the effective utilization of various online platforms, including search engines, social media, email, mobile apps, and websites, to engage with potential customers and foster brand recognition.

#### B. SDG Target 8.3 (Sustainable Development Goal)

SDG target 8.3 has a specific objective, which is to promote policies that facilitate development, productive activities, the creation of decent jobs, entrepreneurship, and foster creativity and innovation (ICCRUM, 2023). In the context of this research, the primary focus is on one aspect of this goal, namely entrepreneurship and job creation. The research aims to assess the sustainability of entrepreneurship and job opportunities within the framework of Papaya Tanigochi's business. It seeks to determine whether Papaya Tanigochi offers prospects for individuals interested in entrepreneurship but who have not yet identified a specific product or business idea. Additionally, it investigates whether the business aids individuals currently unemployed, thereby contributing to a reduction in unemployment rates and fostering economic growth.

Furthermore, this target emphasizes the need to formalize and expand Micro, Small, and Medium-sized Enterprises (MSMEs) (ICCRUM, 2023). Papaya Tanigochi falls into the category of MSMEs and encounters marketing challenges, requiring support to operate effectively. This research is in alignment with the statements made by the respondents. For instance, respondent #1, Mr. Uwi, highlights Tanigochi's role as a business opportunity for those individuals who have not yet secured employment.

Based on the interviews and responses, it is apparent that Papaya Tanigochi possesses the potential to contribute to the objectives of SDG Target 8.3, particularly concerning entrepreneurship, the reduction of unemployment rates, and the promotion of economic growth.

#### C. Digital Marketing

Digital marketing involves utilizing digital platforms such as search engines, social media, email, mobile apps, websites, and other forms of digital communication to promote a product. Papaya Tanigochi faces the challenge of dealing with perishable fruits that can't last more than 2 days. Therefore, digital platforms that can be applied include:

1. **Social Media Platforms:** These platforms can provide in-depth product exposure, as recommended by Respondents #6, Mr. Gusti Kurnia, and #7, Mr. Randi Dharma. Papaya Tanigochi should establish a presence on social media platforms such as Instagram, a website, and TikTok. Start by posting relevant, engaging, and informative content about Papaya Tanigochi's products. This content can include stories about Papaya Tanigochi's contributions and educating the audience about the benefits of sustainability. Use captivating visuals, personal experiences, and direct interaction with the audience to convey the message effectively.
2. **Online Sales Platforms:** Create an online sales platform using e-commerce platforms like GoFood, ShopeeFood, GrabFood, as suggested by Respondent #2, Mr. Irham Vieri. These platforms will help Papaya Tanigochi reach a broader audience and facilitate convenient purchases for customers.

By combining social media exposure with accessible online sales platforms, Papaya Tanigochi can effectively utilize digital marketing to overcome the challenge of perishable products and promote its offerings to a wider audience.

#### D. 4.4 Analysis of the STP (Segmentation, Targeting, Positioning) Strategy Model

In this STP model, it has a significant impact on Papaya Tanigochi's business by helping them segment their

target market, target specific customer segments, position their products effectively, and gain a deeper understanding of their customers, ultimately leading to increased sales. Here's how the research findings can be summarized:

1. Segmentation: as per the study conducted by Pawa et al. in 2018, market segmentation is the practice of categorizing the market into separate consumer groups who share common needs or characteristics. Papaya Tanigochi employs this strategy by classifying consumers based on demographic factors, psychological attributes, and behavioral patterns. Targeting: Tanigochi targets consumers between the ages of 19 and 60 who prioritize a healthy lifestyle and regularly consume organic fruits and vegetables. As per respondent #1 Mr Uwi response, this motivates Papaya Tanigochi to start using digital marketing in its business, aiming to expand its target market beyond the Telkom University campus area. Currently, Papaya Tanigochi is only available at T Mart, but they intend to reach residential complexes typically inhabited by retirees aged 45-60 years.
2. Positioning: Papaya Tanigochi offers high-quality, tree-ripened, organically grown fruits at an affordable price, making its product unique. Respondent #1 Mr Uwi mentioned that Papaya Tanigochi is suitable for placement in campus areas like T Mart, as well as in residential complexes typically inhabited by retirees aged 45-60 years. Respondent #3 Mrs. Niken Friscia also suggested that positioning should be in areas near campuses and offices, where people commonly purchase fruits as their primary food. In summary, Tanigochi is suitable for placement in campuses, residential complexes, or areas with numerous offices.

### III. CONCLUSION AND RECOMMENDATION

#### A. Conclusion

Based on the findings derived from the research process, including interviews and observations, the following conclusions can be drawn. These conclusions aim to provide insights into the problem statement and research objectives outlined in the first chapter of this study. Here are the key conclusions drawn from this research.

1. How is the current analysis of Papaya Tanigochi business model and the opportunities for Tanigochi in adopting digital marketing?

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. By understanding the principles of digital marketing, setting objectives, and utilizing social media and online sales platforms effectively, Papaya Tanigochi can overcome the challenges associated with perishable products and reach a broader audience while promoting its commitment to sustainability.

2. How Papaya Tanigochi support the goals of SDG Target 8.3 in reducing unemployment rates and boosting economic growth?

From the research findings, it can be concluded that Papaya Tanigochi has significant potential to support the goals of SDG Target 8.3 related to entrepreneurship and reducing unemployment rates while also promoting economic growth. By providing opportunities for individuals to become business partners and sell papayas, and by having the potential to recruit new employees with skills in marketing, administration, and other areas, this business can play an active role in achieving these targets. Furthermore, sustainable businesses like Papaya Tanigochi can also make a positive contribution to economic growth in line with the objectives of SDG 8.3.

3. What is the suitable digital marketing strategy for Papaya Tanigochi based on the analysis using the STP (Segmenting, Targeting, Positioning) model?

The STP model is crucial for identifying the right target market and crafting a strategic approach. It allows Papaya Tanigochi to understand its customers better and develop personalized customer experiences for its target segments. To address customer challenges such as distance from the point of sale, Papaya Tanigochi should consider establishing a digital sales platform (e.g., Gofood, Shopeefood, Grabfood) to make their products more accessible, reaching beyond the T Mart area to regions closer to the plantation.

Additionally, the recommendations from respondents highlight the importance of cost-effective social media platforms like Instagram, websites, and TikTok for expanding the brand's reach. TikTok, in particular, offers opportunities to engage a wider audience through visually appealing and interactive content that showcases Papaya Tanigochi's unique fruit products. These digital marketing strategies align with the STP model and can contribute to the business's growth and success.

#### B. Recommendation

Based on the research findings and discussions regarding the formulation of digital marketing strategies at Tanigochi, the following recommendations can be made:

1. This research also aimed to select appropriate digital marketing strategies for the agricultural business based on the STP (Segmentation, Targeting, Positioning) model, with the hope of identifying target

consumers based on the products being sold using suitable digital platforms in line with the STP model of Papaya Tanigochi's business. With this research, the management of Tanigochi's business can choose several digital marketing recommendations from the author and implement them correctly.

2. Recommendation for the Papaya Tanigochi business is to establish clear objectives and create a vision and mission that are agreed upon by the internal stakeholders to help increase product sales and create brand awareness. Additionally, Papaya Tanigochi needs to understand its target audience, their preferences, and effective online behaviors. Furthermore, conducting market research, understanding competitors, trends, and consumer behavior is essential. Finally, selecting the appropriate digital platforms is crucial.

Furthermore, the author will focus on identifying the most suitable digital platforms that can be deeply integrated into Papaya Tanigochi's operations. This will entail a thorough evaluation of various digital marketing platforms available, carefully considering the strengths and weaknesses of each platform in the context of the products produced by Papaya Tanigochi. The primary goal is to provide a comprehensive guide on the selection of the optimal digital platforms, with a focus on assisting Papaya Tanigochi in expanding its market share and increasing its revenue from operations.

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