

ABSTRACT

Tanigochi is an Indonesian agricultural company that focuses on red Pomegranate papaya. It was founded in 2021 by two people who saw a problem with how farmers sold their produce. Farmers are often forced to sell their fruit and vegetables at low prices.

The aims of this study: (1) What can be suggested for Tanigochi to develop its sustainable business model to achieve Telkom University's goal as an entrepreneurial university (2) What can be suggested for Tanigochi to develop their sustainable business model from the perspective of the Faculty of Economics and Business (FEB) Student/Lecturer to achieve SDGs target 8.3 (entrepreneurship). The research method uses a qualitative approach. Collecting data using interviews, observation, and documentation. Data analysis technique with Triangulation.

Based on the results of research and discussion, Tanigochi needs to refocus on the value proposition and channel elements of its Sustainability Business Model Canvas. This includes increasing the competence of HR employees in a cooperative environment, providing costs to increase HR competence, procuring applications that support HR competencies, executing new business ideas, implementing transparency throughout the cooperative business sector, and adding social media communications. These changes will help Tanigochi to achieve Telkom University's goal as an entrepreneurial university and support SDG Target 8.3 Entrepreneurship.

This research suggests that Tanigochi should focus on increasing the competence of its human resources and implementing digital transformation to adapt to changes, especially those related to technology. Future research on Tanigochi's business strategy should focus on developing more detailed ideas for digitalization applications and using data analysis to avoid subjectivity.

Keywords: Formulation, Business Strategy, Entrepreneurship, SBMC, SDGs.