

CHAPTER I

INTRODUCTION

1.1 General Description of Research Object

1.1.1. Company Profile



Figure 1.1 Tanigochi Logo

Source: (Wiyono, 2022)

Headquarters Regions : Tanigochi is in Nyomplong Girang, Cipatat, Kec.
Capital, West Bandung Regency, West Java 40554

Founded Date : 2021

Founders : Private Company

1.2 Research Background

Delima Red papaya seeds have been distributed throughout Indonesia, including West Sumatra. They have been planted in several locations in Central Java, West Java, DKI Jakarta, East Java, Kalimantan, Sulawesi, Nusa Tenggara, Riau Islands, and Bali. The distribution of Delima Red papaya seeds has been carried out through the KRPL (Sustainable Food Home Area) program in collaboration with the Agricultural Technology Assessment Center (BPTP) throughout Indonesia (Balai Proteksi Tanaman Pertanian, 2022) Tanigochi is one of many companies engaged in agriculture in Indonesia. Tanigochi focuses on the Delima Red papaya fruit. The company was founded in 2021, so it is still relatively new. However, Tanigochi has already made significant progress in promoting the

cultivation of Delima Red papaya in Indonesia. Tanigochi recently (2023) issued a logo for his company as shown in Figure 1.2.



Figure 1.2 Tanigochi Logo

Source: (Wiyono, 2022)

A logo is more than just a visual representation of a company or brand. It can also be a powerful symbol that conveys meaning and importance. This is especially important in competitive industries, where a logo can help a company stand out from the crowd. The logo for Tanigochi, a company that focuses on the cultivation of Delima Red papaya, is a good example of this. The logo features a fruit with a smiling baby face. This design is meant to convey the company's commitment to purity and simplicity. The fruit represents the company's focus on Delima Red papaya, while the smiling baby face represents the company's commitment to providing its customers with high-quality products. The Tanigochi location itself is 41.9 KM from Telkom University, takes approximately 1 hour 45 minutes to arrive at the location from Telkom University, as illustrated in Figure 1.3.

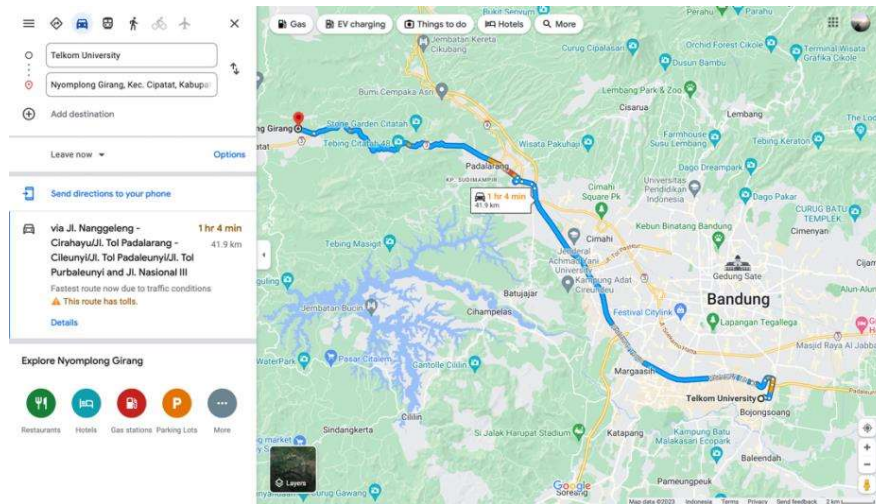


Figure 1.3 The distance between Taniguchi and Telkom University
(Source: (Google Maps, 2023))

Tanigochi is in Nyomplong Girang, Cipatat, Kec. Capital, West Bandung Regency, West Java 40554, with a plantation area of 75 hectares. These areas include storage sheds, planting areas, livestock areas, and resting areas, as can be seen in Figure 1.4.



Figure 1.4 Tanigochi Location
Source: (Google Maps, 2023)

Tanigochi was founded by two people who shared a passion for farming and animal husbandry. They wanted to channel their hobbies into something that would also help the farmers in their community. The two founders saw that there was a problem with the way that farmers were selling their produce. They were often forced to sell their fruits and vegetables at very low prices, which meant that they made very little profit. This was because the farmers had to sell their products through many intermediaries before they reached the end consumer. This long and inefficient sales chain meant that the farmers were not getting a fair price for their hard work. The two founders also saw that many farmers in their community lacked the funds to develop their farms.

This meant that they were unable to increase their yields or improve the quality of their produce. The two founders decided to start Tanigochi to address these problems. They wanted to create a company that would help farmers sell their produce directly to consumers, bypassing the intermediaries. They also wanted to provide farmers with access to the resources they needed to improve their farms. Tanigochi has been successful in helping farmers in their community.

The two founders of Tanigochi saw the problems that farmers were facing and wanted to help. They invited several farmers to work together and share the profits with Tanigochi. The two founders rented land for farming, provided superior seeds and good fertilizer, and helped to sell the fruits and vegetables that were grown. The profits from the sale were then divided between the owners of Tanigochi and the farmers. This model has been successful in helping farmers to increase their yields and improve the quality of their produce. It has also helped farmers to get a better price for their products, which has increased their profits (Wiyono, 2022).

Wiyono (2022) stated that at this time Tanigochi is currently focusing on one product, Delima Red papaya. This is because papaya does not take too long to be harvested, and the land in Tanigochi's workshop is suitable for planting papaya. Tanigochi also offers papaya that has been ripe on the tree. This condition makes the papaya taste more delicious. Papaya has many health benefits. The benefits of papaya are thanks to its nutritional content, which provides a lot of good for the

body, from maintaining healthy skin to the heart. Apart from that, consuming this fruit regularly can obtain many other benefits of papaya. One way to maintain a healthy body is to eat foods that are rich in nutrients, such as fruits, and papaya is a fruit that is very commonly consumed by Indonesian people. In addition to the various vitamins and minerals above, papaya also contains a variety of antioxidants, such as lycopene (Setiawan, 2023). Papaya plants can be planted in all regions in Indonesia and thrive spreading from lowlands to high, that is, up to 1,000 meters above sea level. There are various varieties of papaya cultivated in Indonesia, one of which is the Delima Red papaya as shown in Figure 1.5.



Figure 1.5 Delima Red Papaya

Source: (Setiawan, 2023)

Therefore, Tanigochi was born to help farmers get the right price so they can help the people in the Cipatat area and help run the SDGs 8 target 8.3 programs which read "Promote development policies that support productive activities, create decent jobs, entrepreneurship, creativity, and innovation, and encourages the formalization and growth of micro, small and medium enterprises, including through access to financial services". In addition, Tanigochi also plays a role in the Independent Learning Campus (MBKM) program and WRAP Entrepreneurship (Wiyono, 2022). Taniguchi is included in the options for students who wish to take part in both programs, as shown in Figure 1.6.



Figure 1.6 Lecturer Business Idea Proposal in the WRAP Program

Source: (Siswadi, 2022)

Tanigochi has two main goals. The first goal is to help farmers get a fair price for their produce. The second goal is to help Telkom University become an entrepreneurial university. Tanigochi's work with farmers is designed to help them increase their yields, improve the quality of their produce, and get a better price for their products. This will help to improve the livelihoods of farmers and their families. Tanigochi's work with Telkom University students is designed to help them develop the skills they need to become entrepreneurs. This includes skills such as business planning, marketing, and financial management. Tanigochi also provides students with opportunities to gain practical experience through internships and mentorship programs. Tanigochi's work with farmers and students is aligned with the vision of Telkom University to become an entrepreneurial campus. An entrepreneurial campus is a university that encourages students to start their own businesses. Tanigochi believes that by helping students become entrepreneurs, it can help to create a more prosperous and sustainable future for Indonesia, as shown in Figure 1.7.

KEBUTUHAN MAHASISWA

- Prodi terkait pengembangan aplikasi/security/mobile App
- Prodi terkait IT operation
- Prodi terkait marketing /bisnis/marketing/business plan/business model/business strategy

Figure 1.7 Criteria for Students Who Can Help Tanigochi

Source: Proposal WRAP Program

Tanigochi requires students with basic knowledge in the following areas:

- Application development/security/mobile app: Students should be able to develop and secure mobile applications. This includes knowledge of programming languages, such as Java and Kotlin, and security protocols, such as OAuth 2.0 and OpenID Connect.
- IT operations: Students should be able to manage IT infrastructure, such as servers, storage, and networks. This includes knowledge of Linux, Windows Server, and Cisco networking.
- Marketing/business/business plan/business model/business strategy: Students should be able to develop and execute marketing plans, create business plans, and develop business models. This includes knowledge of market research, competitive analysis, and financial modelling.

Students who have these skills and knowledge will be well-positioned to help Tanigochi achieve its noble goals.

The author conducted pre-research to collect basic information about potential topics using various reference sources. This process allowed the author to see and directly describe the situation and conditions in Tanigochi, making it easier to conduct research. Papaya plants are planted in one area, approximately 1 to 2

meters between them. Farmers check this area every day to remove pests, water the trees, and pick up ripe fruit for storage in the warehouse. The ripe fruit is then delivered to the buyer.



Figure 1.8 Author's Documentation (Wiyono, 2022)

Before sending the papaya to buyers, the farmers carry out quality control to determine which papayas are suitable for sale. The farmers look for papayas that are ripe and have no blemishes. They also check the papayas' size and shape to ensure they are of uniform quality. Once the farmers have selected the papayas, they are cleaned and lightly smeared with coconut oil. Coconut oil helps to keep the papayas fresh and prevents them from drying out. It also gives the papayas a shiny appearance, which makes them more attractive to buyers.

In addition to visiting Tanigochi's location, the writer also helped the company participate in an alumni event from Telkom University. Tanigochi set up a booth to

sell papaya to participants who came to the event. The writer helped to sell the papaya and to answer questions from participants. The writer was responsible for setting up the booth, arranging the papayas, and promoting the product to participants. The author also answered questions about the papayas and the company. The writer's help at the alumni event gave a new deeper understanding of Tanigochi's business model for this research. They saw how the company interacted with customers and how they promoted their products. This helped the writer to better understand the challenges and opportunities that Tanigochi faces.



Figure 1.9 Author's Documentation (Wiyono, 2022)

At the alumni event, most participants were interested in the vision and mission of Tanigochi itself. They were curious about the company's goals and how

it was helping farmers in the Cipatat area. Not even one participant asked how to get Tanigochi products. This suggests that most people were interested in Tanigochi's social impact, rather than the product itself. They were impressed by the company's commitment to helping farmers and to providing them with a fair price for their produce. The fact that most participants were not interested in buying Tanigochi products is also interesting. This suggests that there is a demand for fruit that is ripe on the tree, but that people are not aware of Tanigochi or how to get its products. Most fruit vendors sell underripe or ripe on the go (Wiyono, 2022). The reason why people are interested in ripe fruit is that it is more flavorful and nutritious than underripe or ripe on-the-go fruit. Ripe fruit contains more sugar, which gives it a better taste. It also contains more vitamins and minerals, which are essential for good health.

Tanigochi has the potential to become a successful company. It has a strong social mission that aligns with the SDGs 17 program, and it offers products in high demand. Tanigochi's social mission is to help farmers in the Cipatat area by providing them with a fair price for their produce. The company also aims to open jobs for the local community and Telkom University alumni, to help absorb unemployed people in the surrounding area and graduates of Telkom University. The company also works to promote sustainable agriculture practices. These goals align with the SDGs 17 programs, a set of global goals that aim to achieve a more sustainable and equitable future. If Tanigochi can address these challenges, it has the potential to make a real difference in the lives of farmers in the Cipatat area and provide access to healthier and tastier fruit for the community. The company has the potential to become a successful social enterprise that is both profitable and sustainable.

The Sustainable Development Goals, also known as the Global Goals, are a collection of 17 interrelated global goals designed to serve as a "shared blueprint for peace and prosperity for people and the planet, now and in the future." The United Nations General Assembly established the SDGs in 2015 to achieve them by 2030. The 17 SDGs are No poverty, no hunger, good health and well-being, quality education, gender equality, clean water and sanitation, affordable and clean

energy, decent work and economic growth, industry, innovation, and infrastructure, Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Underwater, Life on Land, Peace, Justice and Strong Institutions, Partnerships for Causes.



Figure 1.10 SDGs Indicator

Source: (Unite Nations, 2022)

Goal 8 emphasizes the significance of decent work in attaining long-term development by aiming to "promote equitable and sustainable economic growth, productive employment, and decent work for everyone." The targets being stretched are:

1. Goal 8 emphasizes the significance of decent work in attaining long-term development by aiming to "promote equitable and sustainable economic growth, productive employment, and decent work for everyone." The targets being stretched are
2. Achieve higher levels of economic productivity, through diversification, upgrading, and technological innovation, including through a focus on sectors that provide high added value and are labor intensive.
3. Promote development policies that support productive activities, create decent jobs, entrepreneurship, creativity, and innovation, and encourage the

formalization and growth of micro, small and medium enterprises, including through access to financial services.

4. Increase progressively, until 2030, global resource efficiency in consumption and production, and endeavour to detach economic growth from environmental degradation, by the 10-Year Framework of Programs on Sustainable Consumption and Production, with developed countries as a guide.
5. By 2030, achieve permanent and productive employment and decent work for all women and men, including for youth and persons with disabilities, and equal pay for work of equal value.
6. By 2020, substantially reduce the proportion of young people who are not in work, education, or training.
7. Take urgent action to eradicate forced labor, end slavery and the sale of human beings, secure the prohibition and elimination of the worst forms of child labor, including the recruitment and use of child soldiers, and by 2025 end child labor in all its forms.
8. Protect labor rights and promote a safe and secure working environment for all workers, migrant workers, especially women migrant workers, and those working in hazardous work.
9. By 2030, develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
10. Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance, and financial services for all.
 - a. Increase assistance to support trade for developing countries, especially least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance for least developed countries.
 - b. By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization (United Nations, 2022).

The Indonesian government has announced that the Sustainable Development Goals (SDGs) will be included in the Medium-Term Development Plan (RPJMN). The National Development Planning Agency (BAPPENAS) will

serve as the coordinating agency for the implementation of the cross-sectoral SDGs. The inclusion of the SDGs in the RPJMN is a significant step towards achieving the goals of the 2030 Agenda for Sustainable Development. The SDGs are a set of 17 goals that aim to end poverty, protect the planet, and ensure prosperity for all. The inclusion of the SDGs in the RPJMN is also a response to the high unemployment rate in Indonesia. According to the Central Bureau of Statistics (BPS), there were 9.1 million unemployed people in Indonesia as of August 2021, which can be seen in Figure 1.11

Characteristic	August 2020	August 2021	August 2022	Changes Aug 2020-Aug 2021	Changes Aug 2021-Aug 2022
	percent	percent	percent	percentage points	percentage points
(1)	(2)	(3)	(4)	(5)	(6)
Unemployment Rate	7.07	6.49	5.86	-0.58	-0.63
By Sex					
- Male	7.46	6.74	5.93	-0.72	-0.81
- Female	6.46	6.11	5.75	-0.35	-0.36
By Residence Area					
- Urban	8.98	8.32	7.74	-0.66	-0.58
- Rural	4.71	4.17	3.43	-0.54	-0.74
By Age-Group					
- 15-24	20.46	19.55	20.63	-0.91	1.08
- 25-59	5.04	4.44	3.36	-0.60	-1.08
- 60 and Over	1.70	2.73	2.85	1.03	0.12

Figure 1.11 Characteristics of Indonesian Unemployment

Source: (Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional, 2023)

The Open Unemployment Rate measures the number of people who are unemployed and actively seeking work. It is a measure of labor supply underutilization. The Unemployment Rate in Indonesia was 5.86% in August 2022, according to the Survey Angkatan Kerja Nasional (Sakernas). This means that there were around six jobless persons for every 100 people in the labor force. The Unemployment Rate is calculated by dividing the number of unemployed people by the labor force and multiplying by 100. The labor force is the number of people who are either employed or unemployed and actively seeking work. The Unemployment rate can be used to track the health of the labor market. The

unemployment rate in Indonesia also affects the unemployment rate in West Java, as can be seen in Figure 1.12

Karakteristik Pengangguran	Februari 2020 ¹⁾	Februari 2021 ¹⁾	Februari 2022 ²⁾	Perubahan Feb 2020–Feb 2021	Perubahan Feb 2021–Feb 2022
(1)	(2)	(3)	(4)	(5)	(6)
Tingkat Pengangguran Terbuka (TPT)	7,71	8,92	8,35	1,21	-0,57
TPT Menurut Jenis Kelamin					
- Laki-laki	7,84	9,91	9,12	2,07	-0,79
- Perempuan	7,48	7,19	7,02	-0,29	-0,17
TPT Menurut Daerah Tempat Tinggal					
- Perkotaan	8,08	9,43	9,31	1,35	-0,12
- Perdesaan	6,52	7,24	5,39	0,72	-1,85

Keterangan: 1) Penghitungan dengan menggunakan penimbang proyeksi penduduk hasil SUPAS 2015
2) Penghitungan dengan menggunakan penimbang proyeksi penduduk interim

Figure 1.12 Characteristics of West Java Unemployment

Source: (Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional, 2023)

The Open Unemployment Rate is a measure of labor supply underutilization. It measures the number of people who are unemployed and actively seeking work. The Unemployment rate in West Java was 8.35% in February 2022, according to the Survey Angkatan Kerja Nasional (Sakernas). This means that for every 100 workers, there were around 8 jobless people. The unemployment rate in West Java also affects the unemployment rate in Bandung, as can be seen in Figure 1.13

Unemployment Rate	Unemployment Rate (Percent)								
	Male			Female			Male+Female		
	2020 ^{↑↓}	2021 ^{↑↓}	2022 ^{↑↓}	2020 ^{↑↓}	2021 ^{↑↓}	2022 ^{↑↓}	2020 ^{↑↓}	2021 ^{↑↓}	2022 ^{↑↓}
Unemployment Rate	11,33	11,75	-	10,95	11,00	-	11,19	11,46	9,55
Data Cited From Bandung City in Figures									

Figure 1.13 Characteristics of Bandung Unemployment

Source: (BPS Kota Bandung, 2023)

According to the Central Bureau of Statistics (BPS), the population of Bandung City in 2023 is 2,461,533 people. However, the latest data shows that there

are still around 137,100 people, or 9.55% of the population, unemployed in the city. This is a decrease from the 2021 pandemic level when there were 147,081 unemployed people.

The decline in the unemployment rate in Bandung is likely due to a number of factors, including the economic recovery from the pandemic and the government's efforts to create new jobs. However, there are still major challenges to be faced, as the unemployment rate in Bandung remains higher than the national average. The government needs to continue to focus on creating new jobs and providing job training for the unemployed. This will help ensure that everyone in Bandung has the opportunity to work and contribute to the city's economy.

The presence of Tanigochi, a social enterprise that provides fresh fruits to consumers, can help absorb unemployment in the city of Bandung, especially in the area around Cipatat and Telkom University graduates. Tanigochi works with local farmers to provide them with a fair price for their produce, and it also provides jobs to unemployed people in the area. This helps to create a more sustainable and equitable economy in Bandung.

Tanigochi was born with several goals, namely helping farmers get decent jobs, becoming learning material for Telkom University students, creating employment opportunities for Telkom University students and the wider community, and helping Telkom University to become an entrepreneurial campus. Tanigochi can be a learning tool for Telkom University students, who have the desire to do business in the agriculture sector. Tanigochi has the potential to stimulate the birth of young entrepreneurs from Telkom University graduates. By providing students with the opportunity to learn about entrepreneurship and sustainable agriculture, Tanigochi is helping to create a new generation of business leaders who are committed to social responsibility, as shown in Figure 1.14

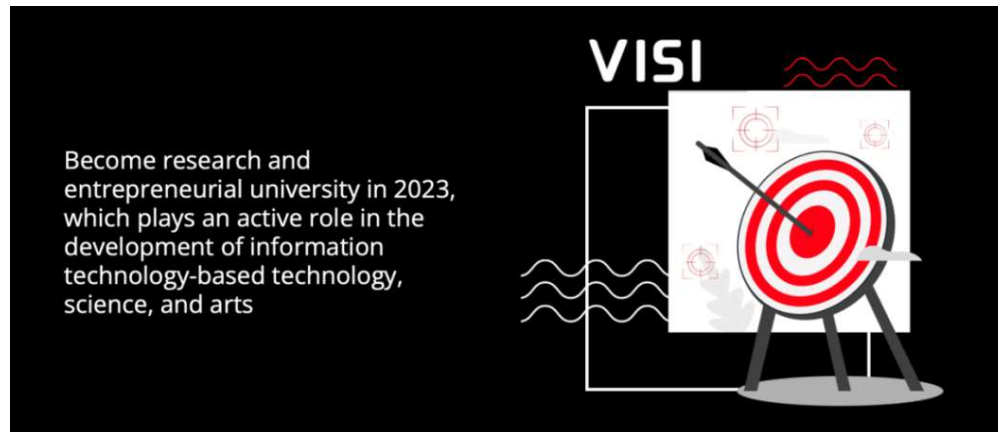


Figure 1.14 Vision of Telkom University

Source: (Telkom University, 2023)

In addition to wanting to be an entrepreneurial campus, Telkom University also has another goal: to become a sustainable campus. This goal is aligned with one of Tanigochi's goals, which is to create a sustainable company. A sustainable business is one that can ensure its continuity over time. This means that the business must be able to adapt to changes in the environment and remain profitable. One way to achieve sustainability is to increase the efficiency of several lines. Efficiency has a huge impact on business continuity, as it can help to reduce costs and improve profitability. Telkom University's aspirations for sustainability are conveyed in the YouTube upload entitled "Telkom University Profile Video 2022." In the video, the university states that it is committed to "creating a sustainable campus that is able to adapt to the challenges of the future." Telkom University's aspirations for sustainability are laudable. By pursuing sustainability, the university can help to ensure its own future and the future of the planet, as shown in Figure 1.15



Figure 1.15 Telkom's Goals to Become a Sustainable Campus.
Source: (Telkom University, 2022)

Tanigochi is an agricultural enterprise that is still in its early stages of development. The company has not yet developed a business model, which is a framework for understanding how the company creates, delivers, and captures value. A business model can help Tanigochi to speed up the process of examining its strengths and limitations. By understanding its strengths and weaknesses, Tanigochi can then analyze demand and profitability more quickly and efficiently. For example, if Tanigochi knows that its strengths lie in its relationships with local farmers, it can focus on marketing its products to those who are already familiar with the company. If Tanigochi knows that its weaknesses lie in its lack of experience in the e-commerce market, it can focus on developing its online presence.

In addition, a business model can help Tanigochi to communicate its value proposition to potential customers and investors. A well-defined value proposition can help Tanigochi to attract the resources it needs to grow and scale. Without a business model, Tanigochi will be at a disadvantage in the marketplace. The company will be unable to compete effectively with other businesses that have a clear understanding of their strengths, weaknesses, and value proposition.

Tanigochi is a promising social enterprise with the potential to make a positive impact on the lives of farmers and the environment. However, the company needs to develop a business model to achieve its full potential. The business model is an attractor that reflects the business conceptually rather than operationally, outlining a company's business model that achieves two connected goals (Cavalcante, 2021). A business model allows a corporation to make the proper financial decisions regarding production lines, the number of people required, and other factors. Businesses that lack a sound business model are more prone to operational issues. A business model is a highly useful analytical tool that may be used in many different types of businesses, organizations, and business contexts Leschke in (Schmid, 2023). As a result, they can handle their funds effectively. This is because most businesses spend lots of money without budgeting for it, thus it does not last long.

Realizing the aspirations of the two owners of Tanigochi who have a vision for the future, Tanigochi must also have a sustainable business model. To achieve this vision, Tanigochi needs to have a sustainable business model. A sustainable business model is one that can be maintained over the long term without causing harm to the environment or society. A sustainable business model (SBM) refers to aspects of economic, environmental, and social sustainability in determining organizational goals; using a triple bottom line approach (people, profit, planet) in measuring performance; considering the needs of all stakeholders rather than prioritizing shareholder expectations; treating 'nature' as a stakeholder and promoting environmental stewardship; and encapsulate systems, as well as enterprise-level perspectives said Stubbs & Cocklin in (Small-Warner, 2018)

Tanigochi still doesn't have a business model that focuses on consumer needs, increases efficiency, and works effectively to identify opportunities and threats to be able to have products that are in line with the times. The Business Model for Sustainability (BMS) or the Sustainable business model (SBM) has become a concern because of the increasing concerns for sustainability coupled with competitiveness concerns, due to the rapidly changing business landscape with fast-growing start-ups supported by internet-based technologies and new technology

(Massa, 2022) This is to ensure business continuity. To achieve this, one of the ways that can be taken is to increase efficiency in several lines. Efficiency has a huge impact on business continuity.

Tanigochi needs a lot of support from students from various faculties at Telkom University. This is because the company needs people with different skills and knowledge to help it grow and scale. In addition to being able to learn through Tanigochi's study case, students who participate in building the company will also gain valuable experience. This experience will be beneficial for their future careers.

Tanigochi also hopes to be able to absorb a lot of workforces or experts from Telkom University graduates. This is because the company believes that graduates of Telkom University are well-trained and have the skills and knowledge that Tanigochi needs. To get the support of Telkom University students, the two owners of Tanigochi enrolled Tanigochi in the Independent Learning Campus Program (MBKM) and Wrap Entrepreneurship. These programs allow students to gain hands-on experience working with social enterprises. Tanigochi believes that by working with Telkom University students, the company will be able to achieve its goals of social impact and sustainability.



Figure 1.16 Illustration Program of MBKM by Prof. Ir. Nizam, MSc., DIC., Ph.D., IPU.

Source: (Anwar, 2021)

The MBKM policy is a policy of the Minister of Education and Culture, which aims to encourage students to master various knowledge that is useful for entering the world of work. Merdeka Learning - Merdeka Campus provides opportunities for students to have other learning experiences outside of their study program (Ministry of Education and Culture, 2020) Students can maximize their potential to fulfil learning outcomes and gain additional competencies through learning activities and experiences gained within the study program and outside the study program. Wrap Entrepreneurship is a program created by Bandung Techno Park (BTP), which is a college program for students who want to study business and become entrepreneurs. In this program, students will start building their own business, from the idea to execution for 2 semesters and will be guided by lecturers, a teaching team, and a business mentor. WRAP Entrepreneurship is part of the Independent Campus Learning Program (MBKM).

However, after Tanigochi enrolled in the two programs, the number of enthusiasts was still lacking, therefore the author conducted this research to help Tanigochi's noble goals. Tanigochi can be a solution to various problems such as helping farmers to be more developed, absorbing a large number of unemployed in Indonesia, realizing the implementation of the SDGs 17 program, and helping Telkom University's goal of becoming an entrepreneurial campus (Wiyono, 2022).

On the other hand, Sayurbox is an Indonesian online grocery start-up that specializes in delivering fresh produce and other groceries directly to customers' homes. Founded in 2016, Sayurbox aims to connect local farmers and producers with urban consumers who have limited access to fresh and organic products. Sayurbox uses technology and a well-established supply chain to ensure high-quality and timely delivery of a wide range of items, including fruits, vegetables, meat, dairy, and more. Sayurbox's farm-to-table concept reduces the time and distance between harvest and delivery, supporting local farmers and offering convenience, quality, and sustainability to its customers. Sayurbox has a strong business model and has been sustainable up to the present day. This is likely due to a number of factors, including its focus on quality, its use of technology, and its strong relationships with local farmers.

The author chose Tanigochi as the object of this research because it is a newer company with a less established business model. The author believes that by studying Tanigochi, they can identify areas where the company can improve its business model and become more sustainable. The author conducted a study entitled **“Identification of Sustainable Business Model for ‘Papaya Tanigochi’ Indonesia towards Sdg 8 Target 8.3 at Telkom University”**.

1.3 Problem Statement

The formulation it is a question that will be answered through data collection. (Sugiyono, 2019). Therefore, this study aims to SDGs target 8.3 program focuses on creating decent jobs, entrepreneurship, and small and medium enterprises to answer the unemployment rate in Indonesia. Tanigochi is here to play a role in realizing Telkom University alumni and the community and helping Telkom University to become an entrepreneurial campus. Tanigochi still doesn't have a business model to turn into a business, therefore the Business Model Canvas (BMC) is a suitable tool for creating business models in Tanigochi. It was important for Tanigochi to create a business model for proper financial decisions regarding the production line, the number of people required, and other factors with the following questions:

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 to achieve SDGs target 8.3 (entrepreneurship)?

1.4 Research purpose

Based on the formulation of the research problems that have been presented, the objectives of this study are:

1. To give suggestion for Tanigochi to develop its sustainable business model to achieve Telkom University's goal as an entrepreneurial university

2. To give suggestion for Tanigochi to develop their sustainable business model to achieve SDGs target 8.3 (entrepreneurship).

1.5 The significance of the study

1.5.1. Theoretical Aspect

The results of this study are expected to enlighten and complement the scientific study in the field of business management, especially those related to the Sustainable Business Model, which mate the Value of creation, key activities, key resource and Capabilities, profit, people and so on. In addition, some of the findings revealed in this study are also expected to be used as a reference for further research related to the study.

1.5.2. Practical Aspect

The results of this study are expected to be used as input for business owner that use sustainable model well as for other related business that want to develop the line of the business to get better understanding and knowledge the role and important of Sustainable Business Model. In addition, the results of this study are expected to provide an overview for readers and students who will do the same research in the future about Sustainable Business Model

The results of this study are expected to be useful not only for the needs of personal writers, but also for readers who have the same interest in the Identification of Business Model for ‘Papaya Tanigochi’ Indonesia towards SDG 8 Target 8.3 at Telkom University in as follows:

1.6 Organization of the Study

The research work is organized into five chapters.

a. Chapter I: INTRODUCTION

This chapter contains the background of the problem, which shows the basic thinking in an outline both in theory and in fact. This is the reason for conducting this research. The problem formulation contains statements about circumstances, phenomena, and or concepts that require answers through research.

b. Chapter II: Literature Review

This chapter describes the theoretical basis, which contains descriptions of theories that become the basis for formulating hypotheses and helping in the analysis of research results.

c. Chapter III: Research Methodology

This chapter will examine study variables and operational definitions, as well as the explanation of the variables employed in the research. The sample size is determined by factors such as the population size, the number of samples obtained, and the sampling technique. The technique of analysis indicates how the picture of the analytical model utilized in the study was formed.

d. Chapter IV: Research Results And Discussion

This chapter explains the results of processing the data that has been obtained and its relationship to the variables tested.

e. Chapter V: Conclusion And Suggestion

This chapter describes the conclusions of the entire research and suggestions for related companies.