

CHAPTER I

INTRODUCTION

I.1 General Description of the Research Object

The 2022 papaya business opportunity holds tremendous potential. According to data provided by the Central Bureau of Statistics, papaya production has witnessed consistent growth during the period of 2019-2021. Notably, the production volume increased from 986,991 tonnes in 2019 to 1,016,388 tonnes in 2020, and further rose to 1,222,046 tonnes in 2021 (trubus, 2021). In light of this promising trend, the focus of this research centers around Tanigochi Indonesia, a company established in March 2022. Tanigochi's founders have engaged in a collaborative effort with landowners in the Purwakarta area, pooling their resources to maximize the utilization of available land. Subsequently, the founders secured a two-year land contract spanning two hectares. After conducting several fruit planting trials, papaya emerged as the most suitable crop for their operations.



Figure 1 1 Papaya Fruit's

Tanigochi specializes in the cultivation of premium-quality papaya fruit. Not only is papaya delicious, but it also offers numerous health benefits. Rich in essential

nutrients, such as B vitamins and folate, papaya serves as a valuable source of nourishment. Additionally, this fruit boasts minerals like calcium and phosphorus, which contribute to the overall well-being of the body. Furthermore, papaya aids in digestion, thanks to the presence of papain enzyme. This enzyme assists in breaking down proteins and effectively addresses digestive issues, promoting a healthy gastrointestinal system.

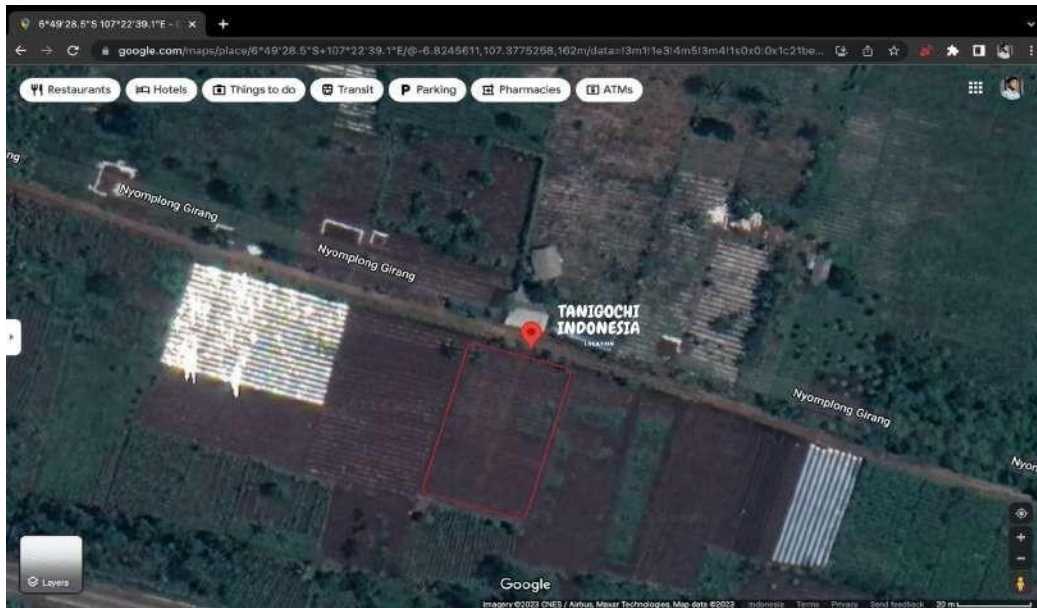


Figure 1 2 Tanigochi Indonesia Location



Figure 1 3 Tanigochi Indonesia Location II

Tanigochi Indonesia is situated in the picturesque region of Cipatat, Purwakarta, in West Java, Indonesia. Nestled upon elevated terrain, Tanigochi benefits from the presence of fertile soil, which contributes significantly to its agricultural success. Fertile soil plays a vital role in enhancing agricultural productivity through various mechanisms. Firstly, it provides an abundant supply of essential nutrients required by plants, ensuring their healthy growth and development. Moreover, fertile soil offers a well-structured foundation for optimal plant growth, allowing roots to penetrate and absorb nutrients efficiently. Additionally, this fertile soil helps maintain water quality, ensuring plants receive an adequate water supply for their growth and vitality. Ultimately, the presence of fertile soil enables Tanigochi to produce high-quality fruits, positioning them as a prominent source of exceptional fruit offerings in the region.



Figure 1 4 Tanigochi Indonesia Farm

Tanigochi Indonesia harnesses the advantages of its fertile soil to achieve a bountiful harvest of valuable fruits. With a strategic emphasis on producing top- notch papayas, Tanigochi aims to maximize the numerous benefits associated with this remarkable fruit, particularly its potential in preventing heart disease. Papaya fruit, known for its high fiber content, plays a crucial role in maintaining cardiovascular health by effectively reducing cholesterol levels in the bloodstream. The commitment to cultivating high-quality papayas stems from the understanding that this fruit offers a range of advantages beyond its exceptional taste. By focusing on papaya production, Tanigochi Indonesia capitalizes on its inherent properties that contribute to overall well-being. Rich in essential dietary fiber, papayas aid in maintaining healthy cholesterol levels, thereby reducing the risk of heart disease a prevalent health concern. The fiber present in papaya helps to bind with cholesterol, facilitating its elimination from the body and preventing its accumulation in arterial walls.



Figure 1 5 Tanigochi Garden

Tanigochi excels in the production of exceptional fruits, thanks to their meticulous garden management practices. By implementing effective garden management techniques, Tanigochi ensures the cultivation of healthy and productive plants. When plants are nurtured with care and provided with optimal conditions, they flourish, exhibiting robust health and yielding abundant produce. The success of Tanigochi's fruit production is closely tied to their commitment to maintaining a well-managed garden. Through careful planning and execution, they create an environment that fosters the growth and development of plants. This includes providing appropriate soil conditions, ensuring sufficient sunlight exposure, implementing irrigation systems, and employing sustainable pest and disease control measures. By prioritizing good garden management, Tanigochi achieves multiple benefits. Firstly, it guarantees the health and vitality of the plants, as they receive the necessary nutrients, water, and sunlight for optimal growth. Healthy plants are more resistant to diseases and pests, leading to reduced crop losses and increased productivity.

Furthermore, effective garden management enhances the overall quality of the fruits produced. Well-maintained plants produce fruits that are flavorful, visually appealing, and nutritionally rich. The attention to detail in garden management practices contributes to the development of high-quality fruits that meet or exceed consumer expectations.

The dedication to maintaining a well-managed garden not only ensures the success of Tanigochi's fruit production but also demonstrates their commitment to providing customers with the best possible products. By prioritizing healthy and productive plants through effective garden management, Tanigochi consistently delivers superior fruits that are a result of their unwavering dedication to excellence.



Figure 1 6 Tanigochi Indonesia Logo

Tanigochi logo is an essential element of his company. It visually appealing, meaningful, unique, versatile and easy to remember. A well designed logo by Tanigochi help create a memorable and lasting impression on customers and can help build trust and credibility with the customer. Tanigochi invest time and effort in creating a logo that represents the company's values and message, and become strong representation of the Tanigochi in the long run.



Figure 1 7 Tanigochi Market Segmentation

Tanigochi is currently facing a crucial challenge in determining its market segmentation for selling its products. The owner finds themselves in a state of confusion, unsure of which specific market segment Tanigochi should target. Consequently, this thesis aims to assist Tanigochi in identifying the most suitable market segmentation, thereby enabling the company to enhance its product innovation capabilities. The importance of understanding and defining the market segmentation lies in avoiding inefficiency in marketing strategies. Without a clear understanding of the target market, Tanigochi may end up allocating resources towards ineffective marketing efforts that fail to resonate with the intended audience, resulting in a low return on investment.

Moreover, without a well-defined market segmentation, Tanigochi may struggle to comprehend the needs and preferences of its target audience. This lack of understanding can lead to a limited range of products that fail to cater to the diverse demands of the market. In turn, this hampers the company's ability to fully capitalize on market opportunities and maximize its product offerings.

Additionally, a deep understanding of the market segmentation is crucial for fostering innovation within Tanigochi. Without such insight, the company may

struggle to identify emerging trends and opportunities for new product development. This puts Tanigochi at risk of falling behind competitors and inhibits its ability to drive market growth through innovative offerings.

By undertaking this thesis, Tanigochi will gain valuable insights into selecting the appropriate market segmentation. This knowledge will serve as a foundation for formulating effective marketing strategies, expanding the range of products offered, and fostering innovation. Ultimately, this research will play a pivotal role in positioning Tanigochi for success by aligning its products with the needs and preferences of its target audience and enabling the company to remain competitive and thrive in the market.



Figure 1 8 Tanigochi Impacts

Tanigochi's existence is purposeful and holds significant meaning. As the founders and the researcher behind it, there is a genuine hope that Tanigochi can make a meaningful impact across various programs. One such example is illustrated in the accompanying picture, where the aspiration is for Tanigochi to contribute to initiatives such as the Wrap Program in Telkom University's Faculty of Economics and Business. This program shares similarities with entrepreneurship, emphasizing the success of Telkom University students in becoming entrepreneurs. The desired

outcome is for Tanigochi to extend its influence to the Independent Campus Program, in which Telkom University actively participates. Through this, the hope is that Tanigochi can contribute to reducing unemployment rates in Indonesia by transforming individuals into entrepreneurs, aligning with the United Nations' Sustainable Development Goal (SDG) 8.3 program focused on entrepreneurship.

Consequently, the research conducted centers around the dimension of entrepreneurship, as it is directly intertwined with Tanigochi. The intention is to explore and understand how Tanigochi's impact aligns with and supports the entrepreneurial dimension. By examining the role of entrepreneurship in Tanigochi's endeavors, it becomes evident that the potential impact of Tanigochi directly corresponds to the dimension of entrepreneurship.

Through this research, it is envisaged that Tanigochi can become a catalyst for change, not only within its own operations but also in contributing to larger programs and initiatives. By promoting entrepreneurship and creating opportunities for individuals, Tanigochi strives to make a positive impact in addressing the issue of unemployment and contributing to the realization of SDG 8.3. This research sheds light on the interconnectedness between Tanigochi, entrepreneurship, and the potential for transformative impact, serving as a foundation for future endeavors and collaborations in pursuit of sustainable development.

1.2 Research Background

The foundation of this research is rooted in various factors and circumstances that have shaped its underlying motivations and objectives. One crucial aspect of this background is the formidable challenge faced by Tanigochi, a newly established company, in determining its market segmentation strategy. As a budding player in the business landscape, Tanigochi has encountered the fundamental task of defining its target customer groups. This issue serves as a pivotal starting point for the research as it aims to assist Tanigochi in resolving this perplexing problem.

The research's title, "Identification Of Market Segmentation For 'Papaya' Tanigochi At International Class Telkom University (A Study Of Market Segmentation For 'Papaya' Tanigochi Within Scope Of International Class Telkom University)," succinctly reflects the core background and objectives of this study. It underscores the paramount need for Tanigochi Indonesia to delineate its market segmentation strategy, particularly for its product, "Papaya"

Tanigochi.

Market segmentation stands as an essential tool in modern marketing, and this research is motivated by the recognition of its significance. It serves as a strategic compass for companies, helping them identify efficient and effective ways to market their products or services to consumers. By dissecting the market into distinct segments based on shared characteristics, preferences, and behaviors, companies like Tanigochi can gain invaluable insights into the needs and wants of specific customer groups.

Moreover, understanding the diverse responses of these market segments allows Tanigochi to tailor its product development and marketing strategies to cater more precisely to the preferences and demands of each segment. This, in turn, can lead to enhanced customer satisfaction, increased brand loyalty, and ultimately, improved business performance.

In conclusion, the research is anchored in the compelling need for Tanigochi Indonesia to navigate the intricate landscape of market segmentation. By addressing this fundamental challenge, the research endeavors to equip Tanigochi with the knowledge and insights necessary to refine its marketing approach, thus fostering the company's growth and success in the highly competitive market.



Figure 1 13 Tanigochi Logo

Tanigochi holds a significant position as the underlying theme of this research, as the author firmly believes in its crucial role within the previously mentioned backgrounds. It is believed that by encouraging individuals to engage in Tanigochi's marketing and become agents for the brand, the issue of unemployment in Bandung can be effectively addressed. Furthermore, this endeavor aligns with the SDG 8.3 Entrepreneurship target and provides support to the WRAP program at Telkom University.

The potential of Tanigochi Indonesia also played a pivotal role in the selection of this research topic. Prior to conducting this study, extensive preliminary research was conducted, which involved visiting Tanigochi's garden and

firsthand observation of its potential. Additionally, pre-research activities included distributing fruit testers to Telkom University alumni. This pre-research phase involved engaging with alumni from Telkom University, providing them with fruittesters sourced from Tanigochi Indonesia's gardens. Their positive feedback regarding the delicious taste and marketability of Indonesian Tanigochi fruits serves as compelling evidence of the conducted pre-research on Telkom University alumni.

The aforementioned activities have reinforced the author's belief in the potential held by Tanigochi. The research aims to delve deeper into exploring and harnessing this potential, thereby contributing to the understanding and development of Tanigochi as an entrepreneurial venture. By leveraging the positive feedback from Telkom University alumni, the research intends to provide valuable insights into the marketability and growth prospects of Tanigochi. Ultimately, this research seeks to highlight the significance of Tanigochi's potential within the context of entrepreneurship and contribute to its success in the market.



Figure 1 14 Tanigochi Garden

This photograph captures a moment during the author's pre-research phase at the Indonesian Tanigochi Garden, where the team witnessed the harvest of high-quality papaya fruits with numerous benefits. The exceptional quality of the

fruits presented an opportunity that could be further optimized by Tanigochi. Following the pre-research conducted at the Tanigochi gardens, the author became even more convinced of the remarkable potential possessed by Tanigochi. This conviction solidified the belief that undertaking this research would truly aid in the advancement of Tanigochi's endeavors.



Figure 1 15 Author Documentation

This photo was taken when the authors were doing pre-research at that time at the Telkom University alumni gathering. At that time the authors gave a tester to the alumni to try papaya from tanigochi. After doing the pre-research I decided to research market segmentation for tanigochi Indonesia because I know the great potential that tanigochi Indonesia has should be put to good use so that it can be something that benefits many parties.

I.3 Formulation of the problem

The primary objective of this final project is to address the challenge faced by Tanigochi Indonesia in determining an appropriate market segmentation for their product offerings (papaya) . Currently, Tanigochi lacks a specific market segmentation strategy for product sales. Consequently, the central problem to be resolved in this thesis is to identify the most suitable market segmentation for Tanigochi.

To achieve this objective, a comprehensive analysis and research endeavor to provide valuable insights into the characteristics and preferences of the target audience that align with Tanigochi's products. This research aims to explore

market trends and consumer behavior, facilitating informed decisions regarding Tanigochi's market positioning and target customer selection.

The significance of resolving this problem is underscored by the critical role that a well-defined market segmentation plays in Tanigochi's success. It empowers the company to customize marketing strategies, product offerings, and communication approaches to effectively engage their intended audience. By gaining a deep understanding of the needs, preferences, and behaviors of the target market, Tanigochi can establish a competitive advantage, optimize resource allocation, and enhance the prospects of long-term profitability and sustainable growth. Ultimately, the outcome of this research project will consist of actionable recommendations for Tanigochi Indonesia. These recommendations will enable Tanigochi to make informed decisions regarding their market segmentation strategy and positioning, ultimately facilitating effective product sales and the attainment of enduring business success.

I.4 Research purposes

This final project serves the purpose of offering solutions to Tanigochi Indonesia in identifying suitable market segments. Currently, Tanigochi has yet to determine the specific market segmentation it intends to enter for product sales. Therefore, the main objective of this thesis is to ascertain the most

appropriate market segmentation for Tanigochi.

By conducting a thorough analysis and research, this project aims to provide valuable insights into the target audience and market preferences that align with Tanigochi's products. Through a comprehensive examination of market trends, consumer behavior the research intends to guide Tanigochi in making informed decisions regarding their market positioning and target customers.

Determining the right market segmentation is crucial for Tanigochi's success as it allows them to tailor their marketing strategies, product offerings, and communication approaches to effectively reach and engage their intended audience. By understanding the needs, preferences, and behaviors of the target market, Tanigochi can develop a competitive advantage, optimize resource allocation, and increase the likelihood of long-term profitability and growth.

Ultimately, this research project aims to provide actionable recommendations to Tanigochi Indonesia, enabling them to make informed choices regarding their market segmentation strategy and positioning in order to effectively sell their products and achieve sustainable business success.

I.5 Benefits of research

The research conducted in this study holds numerous benefits for various stakeholders, including the industry, government, society, and academia, as well as providing valuable insights for future research. These benefits are detailed as follows:

Industry: The findings of this research can assist industries in gaining a better understanding of their customers. By identifying customer needs and preferences, companies can develop products and services that are better aligned with market demands. This, in turn, can lead to improved customer satisfaction, increased sales, and enhanced competitiveness.

Government: The research findings can aid the government in formulating effective economic policies and fostering industrial development. By predicting market demand and identifying growth opportunities, the government can support the establishment of new industries, boost the competitiveness of

existing ones, and stimulate job creation and economic growth.

Society: Companies that incorporate the insights from this research can develop products and services that better meet the needs of society. This can enhance people's quality of life by providing them with improved access to essential products and services that cater to their specific requirements.

Academic Aspect: From an academic perspective, this research contributes to the understanding of consumer behavior and marketing strategies. It serves as a foundation for further research and the advancement of knowledge in the field of marketing. Scholars can build upon these findings to develop more advanced models, theories, and frameworks in marketing research.

Further Research: Additionally, this research serves as a valuable resource for future studies on consumer behavior and marketing strategy. Researchers can utilize the insights and information gained from this study to delve deeper into specific areas, explore new perspectives, and contribute to the continuous improvement of marketing knowledge.

Overall, the benefits of this research are far-reaching, encompassing customer satisfaction, the development of market-oriented products and services, economic growth, and the enrichment of our understanding of consumer behavior and marketing strategies. These benefits have a positive impact on industry, government, society, academia, and future research endeavors.

I.6 Systematics of Final Project Writing

This final project is described with the following systematics of writing

Table 1 I Systematic of Writing

Chapter I	Preliminary This chapter contains a description of the context of the problem, the background of the problem, the formulation of the problem which aims to solve the problem by providing recommendations for selecting market segments accompanied by data that supports the company in determining market segmentation, the boundaries of the final project, the benefits of the final project, and the writing
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	systematics.
ChapterII	Literature review
	This chapter contains literature that is relevant to the problems taken and also discusses the results of reference books/research/other references that can be used to design and solve problems. There is more than one methodology/method/framework included in this chapter to solve the problem.
ChapterIII	Metodologi Penyelesaian Masalah This chapter explains the explanation of the method / concept / framework that has been selected in the Literature Review chapter. Inthe final task This chapter describes the steps of the final project in detail including: the stages of formulating problems, formulating hypotheses, developing models, identifying and operationalizing variables, compiling questionnaires, designing data collection and processing, designing data processing analysis in the context of designing integrated systems for problem solving.
ChapterIV	Results Analysis and Evaluation In this chapter, the results of the design, findings, analysis and data processing are presented. In addition, this chapter also contains validation or verification of the results of the solution, so that the results actually solve the problem. In addition, other evaluation methods can be applied to validate the results as needed. Overall, thischapter discusses in detail the results of working on solutions and theirreflections on the objectives of the final project.

ChapterV	<p>Conclusions and recommendations</p> <p>This chapter explains the conclusions from solving the problems that were carried out as well as the answers to the formulation of the problems in the introductory section. Suggestions for solutions are put forward in this chapter for the next final project.</p>
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I.7 Research Scope

I.7.1 Research location and object

The research will be conducted at Telkom University Jl. Telecommunication. 1, Buahbatu Canal Bojongsoang, Telkom University, Sukapura, Kec. Dayeuhkolot, Bandung Regency, West Java 40257 within the scope of the international class economics and business faculties in the eighth and ninth floor of the tokong nanas building. the object of this research is Tanigochi Indonesia more focusses to the market segmentation that is in the international class.

I.7.2 Research Period

The period for this study starts from November 2022 to August 2023 Commencing its exploration in November 2022 and concluding in August 2023, the study embarks on a comprehensive journey through this temporal landscape. Within this delineated timeframe, researchers are poised to delve into intricate details, unraveling the multifaceted dimensions of the subject at hand. As the brisk autumn winds ushered in November 2022, the research team eagerly embarked on their academic voyage, armed with methodologies and fervor. The early phases of the study involved meticulous planning, hypothesis formulation, and designing a robust research framework. With the passing of months, the research unfolded as an intricate tapestry, woven with data collection efforts, interviews with experts, and rigorous analysis.

As the calendar pages turned and August 2023 drew near, the study's crescendo approached. This period witnessed the culmination of countless hours of dedication and intellectual exploration. The research findings began to take shape, offering insights and discoveries that would contribute to the broader academic discourse. The final stages of the study involved synthesizing the gathered information,

validating the hypotheses, and crafting a cohesive narrative that encapsulated the essence of the research journey. In this temporal span, from the anticipation of November's inception to the culmination of August's conclusion, the study's trajectory mirrored the changing seasons, reflecting growth, development, and the promise of contributing to the realm of knowledge.