

## **ABSTRACT**

The issue of unemployment poses a challenge for every country, and it is difficult to avoid, whether in developing or developed nations. In Indonesia, unemployment stands as a major concern, with the unemployment rate among university graduates being notably significant. Faced with this issue, the founder of Tanigochi identified an opportunity to offer a solution by establishing the Tanigochi business, with a specific focus on organic papayas. Tanigochi was founded with the intention of actively participating in the global effort towards achieving the Sustainable Development Goals (SDGs) through its business endeavors, particularly emphasizing SDG 8, which encompasses Decent Work and Economic Growth. However, given that Tanigochi is a relatively new company, there are various management systems that require enhancement. One notable area is marketing management, particularly with regard to brand awareness. A substantial number of students at Telkom University remain unfamiliar with the Tanigochi brand. Consequently, the primary aim of this research is to identify entrepreneurial dimensions and brand awareness strategies that align harmoniously with SDG target 8.3.

In conducting this research, a qualitative approach employing the descriptive qualitative method was utilized. The findings from this study signify that the identification of entrepreneurship and brand awareness strategies seamlessly correspond with SDG target 8.3. Through the continuous cultivation of creative ideas and the pursuit of innovation, Tanigochi possesses the potential to materialize Telkom University's vision of becoming an Entrepreneurial Campus within the forthcoming 10 years. Derived from the conclusions of this research, in order to augment brand awareness for Tanigochi's products, the company should establish a robust brand identity.

**Keywords:** Entrepreneurship, Brand Awareness, SDGs 8.3