

## CHAPTER I INTRODUCTION

### 1.1. Object of Research

One of the most popular fruits in the community is papaya. Papaya would be a common tropical fruit that can be found in markets and supermarkets. Because of its soft texture and high vitamin and fiber content, papaya is a fruit that people of all ages can enjoy. The fruit contains many vitamins, including vitamin A, vitamin B9, vitamin C, and vitamin E, making it effective as an antioxidant. Papaya contains minerals such as phosphorus, magnesium, iron, and calcium in addition to vitamins (Santi et al., 2022).

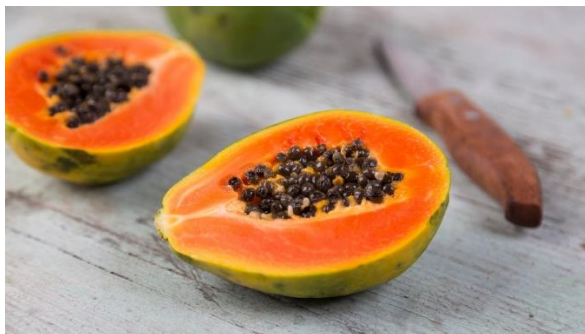


Figure 1. 1 Papaya Fruit

*Source:* 8 Evidence-Based Health Benefits of Papaya (Healthline,2018)

In addition to that, papaya fruit has other qualities that are extremely beneficial to the body. Consuming papayas provides several benefits, including lowering the risk of cancer, being beneficial for the heart, fighting inflammation, boosting digestion, protecting skin health, maintaining bone health, and maintaining blood sugar stability, among many others. Even the papaya tree's leaves have many health advantages for the body, including functioning as an antimalarial medication, treating dengue hemorrhagic fever (DHF) patients, promoting healthy digestion, reducing inflammation, preserving skin health, possibly raising platelets, and much more

(Kompas, 2022).

In fact, even though papayas are very beneficial to the body, the Indonesian people's interest in papayas has increased due to the importance of papayas in daily consumption. However, many Indonesians are still unable to meet their daily staple food consumption requirements. According to Kompas (2022), many Indonesians are still unable to meet their daily food needs, including papaya fruit. Papaya fruit is a staple food that cannot be purchased by Indonesians due to the fruit's high price.

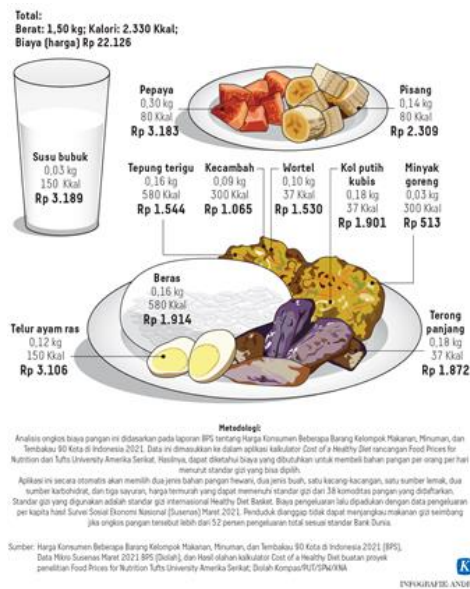


Figure 1. 2 Average Indonesian Balanced Nutrition Food Prices Per Capita Per Day HDB Version (2022)

Source: Penduduk Indonesia Tak Mampu Makan Bergizi (Kompas.id, 2022)

According to Kompas (2022), the majority of Indonesians are unable to meet their need for balanced, nutrient-rich, or healthy food. This occurs as a result of the high cost of food. According to research from Kompas Daily, it costs Indonesians IDR 22,126 per day, or IDR 663,791 per month, to purchase a balanced nutritious meal. Given the economic circumstances of the Indonesian people, whose population is expanding and whose poverty rate is relatively high, it is difficult to ensure a healthy diet.

The difficulty of obtaining and consuming papaya fruit in Indonesia influenced one of Tanigochi's founders' decision to establish their business. Tanigochi is a sort of solution that connects farmers who want higher profits and consumers who want higher quality fruit products. Tanigochi produces organic fruit that is free of preservatives and fresh, with the main goal of ensuring that high-quality and organic agricultural products are affordable to city dwellers, the main production of Tanigochi for now is papaya fruit. Tanigochi strives to reduce the distance and intermediaries between farmers and city dwellers in order to maintain and improve the quality of goods. And farmers in Indonesia can be rewarded with that welfare at a reasonable price, ensuring that both parties benefit equally.



Figure 1. 3 Tanigochi Logo

*Source:* Tanigochi's Owner (2022)

Tanigochi farm located in the Purwakarta district of West Bandung, in the Cipatat area. Tanigochi's farm is approximately 2 hectares in size, and the founders of Tanigochi focused on papaya fruit first. Even though they have some farm animals and a greenhouse on their farm, it appears that they will expand their business in the future by growing various fruits and raising livestock.

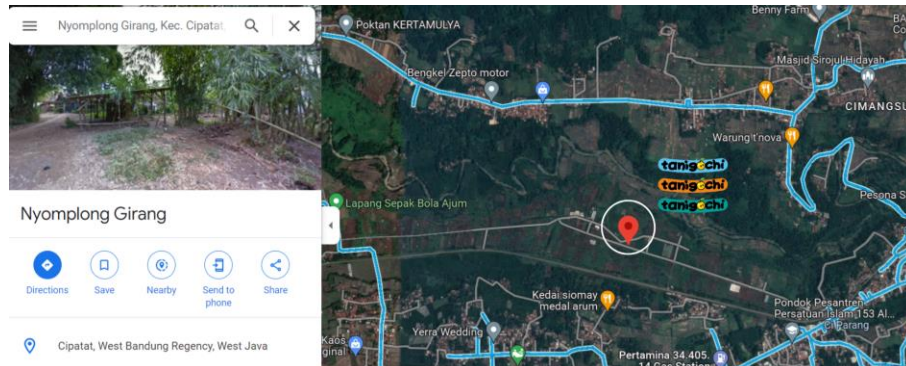


Figure 1. 4 Location of Tanigochi Farm

*Source:* Nyomplong Girang (Maps.Google.com, 2022)



Figure 1. 5 Tanigochi Farm

*Source:* Author's personal documentation (2022)

Tanigochi's main product at the moment is papaya. According to research conducted on plantations in Tanigochi farm, this land was donated by a donor to a nearby Islamic boarding school, which has since been abandoned, and is now being used by local residents (who already have a permit) to grow organic papaya fruit without pesticides. However, it is difficult to market papayas because many collectors buy papayas at low prices and ask the trees not to ripen so that they arrive at the supermarket or town ripe and not rotten. Therefore, there is a Tanigochi plan, which is

a fraternal business between peasants in villages and their relatives in cities. Tanigochi is a platform that intends to break the purchasing chain so that the ripe fruit from the tree already has a city owner who wants to buy papaya fruit without pesticides of ripe fruit and tree quality.



Figure 1. 6 Tanigochi’s Papaya Tree

*Source:* Author’s personal documentation (2022)



Figure 1. 7 Tanigochi’s Papaya Harvest

*Source:* Author’s personal documentation (2022)

The founder of Tanigochi also saw some problems in the brand awareness of its business. The lack of awareness of the brand is one of the main obstacles in terms of marketing management. The owner while resolving the branding issue, Tanigochi's

founder, who is also a lecturer at Telkom University, attempted to incorporate the Tanigochi program into the campus via the Kampus Merdeka (MBKM) program in Work Ready Program (WRAP) activities. According to the Indonesian Ministry of Education and Culture (2022), Merdeka Belajar Kampus Merdeka (MBKM) is a policy issued by the Ministry of Education and Culture by giving rights to students to take courses outside the study program for 1 semester and activities outside college for 2 semesters. Universities are given the freedom to provide MBKM activities that suit the needs and interests of their students (Kemdikbud, 2022).

MBKM activities include certified internships, independent studies, teaching campuses, Indonesian International Student Mobility Awards (IISMA), independent student exchanges, building villages (thematic KKN), humanitarian projects, research or research, entrepreneurship. The WRAP program is included in one of the activities at MBKM, namely entrepreneurship. The Work Ready Program (WRAP) is one of the program implementations from MBKM. WRAP aims to provide Internship, Apprenticeship, Entrepreneurship and Researchship experiences for students in tertiary institutions. Telkom University welcomes this activity by opening WRAP opportunities, especially WRAP Researchship, to students at Telkom University. Tanigochi has participated in the WRAP program implemented by Telkom University in 2022, with the hope of finding a solution for Tanigochi's founder and his farmers, as well as providing education and new insights to Telkom University students, so that the campus will benefit.



Figure 1. 8 Tanigochi WRAP Entrepreneurship Business Idea

*Source:* WRAP Telkom University Business Idea Proposal (2022)

Tanigochi's founders launched their business idea in a Telkom University lecturer business idea proposal in the WRAP program, however many Telkom University students were unfamiliar of the WRAP program, not many students participated in it and assisted Tanigochi in developing business ideas. Tanigochi were unable to grow because their company lacked in managerial and marketing systems. Even though the WRAP program is extremely beneficial for Telkom University students studying science and health, it is unfortunate that many students are unaware of it.

## 1.2. Research Background

According to the Ministry of Education and Culture (2022), Indonesia's land area is estimated 1,919,440 km<sup>2</sup> and its water area is estimated 3,273,810 km<sup>2</sup>; when the two are combined, the total area of the country of Indonesia is 5,193,250 km<sup>2</sup>. Despite the fact that water covers two-thirds of Indonesia's land area, according to data from the Indonesian Ministry of Agriculture (2022), the agricultural sector employs the majority of Indonesians, accounting for 28.616% of all workers in the country.



Figure 1. 9 Development of Total Labor Force and Labor Force in the Agricultural Sector and its comparison with non-agriculture in 2017-2021

*Source:* Kementerian Pertanian Indonesia (2021)

Indonesia has good and fertile soil, and it is a tropical country, consequently it is clearly ideal for agriculture. As a matter of fact, Indonesia has good agricultural prospects, and the majority of the population prefers to work in agriculture over other fields. Indonesia, on the other hand, has a high unemployment rate. According to the Indonesian Central Bureau of Statistics (2022), the number of unemployed people in Indonesia in August 2022 was 8.42 million. As a result, Indonesia's open unemployment rate is 5.86%.

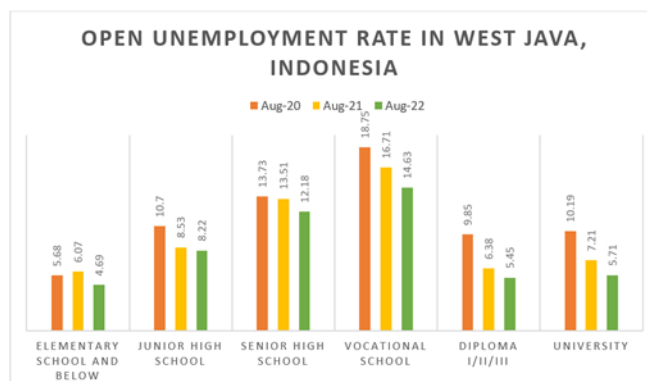


Figure 1. 10 Open Unemployment Rate by Highest Education Completed (percent), August 2020 — August 2022

Source: Badan Pusat Statistik Jawa Barat (2022)

Figure 1.10 shows that the open unemployment rate in West Java, Indonesia at the diploma and university levels is quite high, with the diploma level having an average open unemployment rate of 7.2% over the last three years. Meanwhile, the open unemployment rate at the university level in West Java, Indonesia, has averaged 7.7% over the last three years. Yanuar (2009) defines unemployment as a state in which the labor force wants a job but has not yet been able to find one. Unemployment is one of the issues affecting Indonesia's national development. Unemployment can result from slow economic growth. When human resources are not properly utilized, the economy cannot grow. If developing countries like Indonesia want to improve their



people's standard of living, they must create job opportunities and increase productivity. The current high supply of labor, which is insufficient to meet the needs of an increasingly high market demand, raises the unemployment rate. The situation of the growing population has resulted in an increase in the labor force.

In order to avoid the problem of unemployment in Indonesia, Tanigochi's founder recruited small farmers to work as middlemen. Because it is a pity that hardworking farmers are paid less than the regional minimum wage, while city dwellers pay standard papaya prices with poor quality. Tanigochi ensures that none of its products contain pesticides, ensuring that the papayas remain fresh and organic. Tanigochi severed the supply chain from the fields to city dwellers.

The founder of Tanigochi saw a problem in unemployment in Indonesia and marketing, namely not appreciating the good quality of farmer's produce at a reasonable price, based on current labor force conditions in Indonesia. While resolving the issue, Tanigochi's founder, who is also a lecturer at Telkom University, attempted to incorporate the Tanigochi program into the campus via the Work Ready Program (WRAP). Tanigochi's founders registered their business ideas in Telkom University's MBKM WRAP program, but it's unfortunate that many Telkom University students are unfamiliar with and unaware of the WRAP program. Despite the fact that the WRAP program has been running since 2020, socialization of the WRAP program has not been implemented at Telkom University, so many students are unaware of Tanigochi.



Figure 1. 11 Declaration of the MBKM at Telkom University (2020)

Source: Tel-U Kampus Pertama Tandatangani Deklarasi Kampus Merdeka (Telkom

University, 2020)

The WRAP program at MBKM is a student entrepreneurship activity and one of the Merdeka Campus - Merdeka Learning program implementations. WRAP aims to provide students in tertiary institutions with Internship, Apprenticeship, Entrepreneurship, and Researchship opportunities. This program aligns with Telkom University's vision of becoming an entrepreneurial university in the next ten years. Telkom University aspires to prosper its graduates and educate students to become entrepreneurial candidates in order to develop Indonesia.

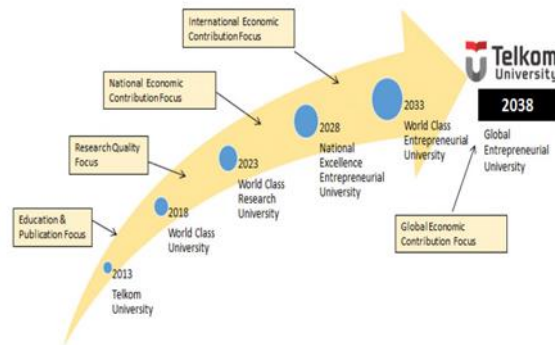


Figure 1. 12 University Long Term Roadmap Towards Vision 2038

*Source:* Telkom University

While describing entrepreneurship, one of the supporting factors is undoubtedly the Sustainable Development Goals (SDGs). According to the Ministry of National Development Planning of the Republic of Indonesia (2022), SDGs aim to maintain an increase in the economic welfare of the community on an ongoing basis, maintain the sustainability of the social life of the community, maintain the quality of the environment and inclusive development and implement governance that is able to maintain an improved quality of life from one generation to the next.

The SDGs have 17 general goals, which are as follows: eradicating poverty, ending hunger, improving health and well-being, providing quality education, gender

equality, access to clean water and sanitation, clean and affordable energy, decent work and economic growth, industrial infrastructure and innovation, reducing inequalities, sustainable cities and communities, responsible consumption and production, combating climate change, protecting marine ecosystems, and protecting terrestrial ecosystems. Leave No One Behind is the main principle in achieving the SDGs goals; this principle makes the SDGs universal, which means they apply to all countries that are members of the United Nations, including developed, poor, and developing countries such as Indonesia. One of the SDGs, goal 8, decent work and economic growth, focuses on promoting inclusive and sustainable economic growth, a productive workforce, and decent work for all.



Figure 1. 13 Sustainable Development Goals

Source: Sustainable Development Goals provincial briefs (UNICEF, 2022)

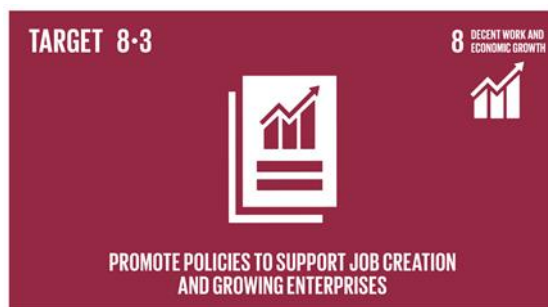


Figure 1. 14 Sustainable Development Goals Target 8.3

Source: 8. Pekerjaan Layak dan Pertumbuhan Ekonomi (<https://sdgs.bappenas.go.id/>, 2022)

More specifically, the key target of SDG 8 point 8.3 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. This goal undoubtedly helps Indonesia with one of its current economic issues, namely the unemployment issue. A region's unemployment rate is a problem that affects more than just the economy. On the other hand, the issue of unemployment is closely related to the social and educational fields. In today's world, not only are people with low levels of education unemployed; many people with higher levels of education are also unemployed. With fewer job opportunities, it is difficult to find work for the workforce, raising the possibility of unemployment.

In attempting to achieve one of the SDGs goals, namely goal number 8 Decent Work and Economic Growth, Tanigochi applied the system of Community Shared Agriculture (CSA) in order to become the solution of Indonesia unemployment problem and Telkom University vision to become a world class entrepreneurial university. According to Brown and Miller (2008), Community Shared Agriculture is a form of direct marketing of produce between local farmers and consumers where consumers buy “shares” in the farm before planting begins and receive a portion of whatever is available each week of the growing seasons.

This is an effective system for fruit traders to adopt in order to uphold the quality of their goods. Community Supported Agriculture (CSA) is a widely recognized approach and has been successfully embraced by numerous developed countries across the globe. Nonetheless, in Indonesia, the application of the CSA system among fruit sellers remains relatively uncommon. Tanigochi, a brand that has proactively implemented this system, encounters challenges in its expansion efforts due to the limited public awareness of its brand.

The owner of Tanigochi has recognized issues with brand awareness among Telkom University students, particularly in the Faculty of Creative Industries (FIK),

as well as sales that have not met the established targets. The owner of Tanigochi is dedicated to advancing their business, and this commitment extends to their strategic decision to initiate development from Telkom University. By leveraging the university's platform, Tanigochi aims to cultivate brand recognition, foster consumer engagement, and ultimately realize its growth aspirations within the local market.

In order to be recognized by Telkom University students, it becomes imperative to incorporate a comprehensive brand awareness strategy into the overall Tanigochi marketing plan. Brand awareness, as defined by Kotler and Keller (2016), refers to the capacity of consumers to accurately identify and recognize a specific brand across various circumstances, as evidenced by their brand recognition or recall performance. Hence, by implementing a well-designed brand awareness strategy, Tanigochi aims to ensure that its brand becomes easily identifiable and memorable to potential consumers, leading to increased market visibility and a broader customer base.

### **1.3. Problem Formulation**

Based on the background information provided. The problem to be studied is then identified as follows:

1. What is the brand awareness strategy for Tanigochi that is in line with the target of SDGs 8.3 in the context of students from the Faculty of Creative Industry in Telkom University?
2. What is the entrepreneurship dimension identification for Tanigochi that is in accordance with the target of SDGs 8.3 so that it can support Telkom University's vision?

### **1.4. Research Purpose**

Based on the formulation of the problem described in the previous section, this

study aims to identify:

1. The brand awareness strategy for Tanigochi that in line with the target of SDGs 8.3 in the context of student from the Faculty of Creative Industry.
2. Tanigochi's entrepreneurship dimension that in line with the target of SDGs 8.3 in order to support Telkom University's vision.

### **1.5. Benefits of Research**

This study is projected to aid persons in need in both theoretical and practical ways, including:

#### 1) Theoretical advantages

The results of this study are expected to offer insight and information complement management knowledge in the marketing field, especially those related to brand awareness in green entrepreneurship. In addition, some of what was revealed in this study can be used as recommendations for further research.

#### 2) Practical advantages

For businesspeople, this research is expected to be used as one of the information materials that can help and maximize the formulation of Tanigochi's marketing strategy.

a. For the author, the results of this research are hoped to add insight into knowledge about marketing strategies in green entrepreneurship, particularly brand awareness, so that they can understand related theories, which the author has previously studied.

b. For future researchers, it is hoped that this can be a reference for future researchers who are also conducting research on Marketing.

## **1.6. Systematic research**

The systematics of writing aims to facilitate the discussion of research results and provide an overview of the contents of this thesis research. The systematics of writing this thesis is structured as follows:

### **CHAPTER I INTRODUCTION**

This chapter provides a general explanation of the object of research, background of the problem, formulation of the problem, research objectives, use of research, time and period of research and systematics of writing.

### **CHAPTER II: LITERATURE REVIEW**

This chapter explains the results of the literature review related to the topic of discussion and research variables which are used as the basis for preparing the framework and formulation of research hypotheses. Literature review must refer to the theory used, previous research, frameworks, and research hypotheses.

### **CHAPTER III: RESEARCH METHODS**

This chapter describes approaches, methods, types of research, operational variables, research stages, population and sample, data collection, validity and reliability testing, data analysis techniques, and hypothesis testing.

### **CHAPTER IV: RESEARCH RESULTS AND DISCUSSION**

This chapter describes the data analysis of the topics researched by the author using the predetermined analysis methods. This chapter consists of a description of the research results and their discussion.

### **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

This chapter consists of the final conclusions of the research as well as suggestions for companies and suggestions for future researchers.