

# Identification Of Entrepreneurship To Support Sdg Target 8.3 At Telkom University (A Study Of Brand Awareness For “Papaya Tanigochi” At Faculty Of Creative Industry)

## Identifikasi Kewirausahaan Untuk Mendukung Target Sdg 8.3 Di Universitas Telkom (Studi Kesadaran Merek “Papaya Tanigochi” Di Fakultas Industri Kreatif)

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### Abstrak

Isu pengangguran merupakan tantangan yang dihadapi oleh semua, baik di negara berkembang maupun negara maju. Di Indonesia, pengangguran menjadi salah satu permasalahan utama, dan tingkat pengangguran di kalangan lulusan sarjana juga signifikan. Dalam menghadapi masalah ini, pemilik Tanigochi melihat peluang untuk memberikan solusi dengan mendirikan bisnis Tanigochi yang fokus pada pepaya organik. Tanigochi berdiri dengan tujuan untuk berperan dalam upaya global menuju pencapaian Tujuan Pembangunan Berkelanjutan melalui aktivitas bisnisnya, terutama dalam mencapai Tujuan Pembangunan Berkelanjutan (SDGs) ke-8, yaitu Pekerjaan Layak dan Pertumbuhan Ekonomi. Akan tetapi, karena Tanigochi masih merupakan perusahaan yang relatif baru, terdapat berbagai sistem manajemen yang perlu ditingkatkan. Salah satunya adalah dalam aspek manajemen pemasaran, khususnya dalam hal kesadaran merek. Masih banyak mahasiswa di Telkom University yang belum mengenal merek Tanigochi. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengidentifikasi dimensi kewirausahaan dan strategi kesadaran merek yang sejalan dengan SDGs target 8.3. Dalam penelitian ini, digunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Temuan dari studi ini mengindikasikan bahwa identifikasi kewirausahaan dan strategi kesadaran merek secara sejalan dengan target 8.3 SDGs. Dengan terus mengembangkan gagasan kreatif dan melakukan inovasi, Tanigochi berpotensi mewujudkan visi Telkom University untuk menjadi Kampus Kewirausahaan dalam jangka waktu 10 tahun mendatang.

Kata Kunci-kewirausahaan, kesadaran merk, SDGs 8.3

### 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*

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). 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. 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.

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).

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. 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.

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. 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.

## II. THEORETICAL BACKGROUND

### A. Entrepreneurship

Albert Shapero in 1975, defines an entrepreneur as someone who has the initiative, organizes, and has social and economic mechanisms while accepting the risk of failure. (Hisrich, 2014) states that entrepreneurs have three characteristics, namely the initiative taking, the organizing and reorganizing of social and economic mechanisms to turn resources and situations to practical accounts, and the acceptance of risk or failure. Based on the description of these entrepreneurial characteristics, various perspectives emerged regarding aspects of business success from Bygrave, namely the concept of "The Nine Fs" which contains:

1. Founders: Every startup company must have a first-class entrepreneur.
2. Focused: Entrepreneurial companies focus on niche markets. They specialize.
3. Fast: They make decisions quickly and implement them swiftly.
4. Flexible: They keep an open mind. They respond to change.
5. Forever-innovating: They are tireless innovators.
6. Flat: Entrepreneurial organizations have as few layers of management as possible.
7. Frugal: By keeping overhead low and productivity high, entrepreneurial organizations keep costs down.
8. Friendly: Entrepreneurial companies are friendly to their customers, suppliers, and workers.
9. Fun: Entrepreneurial companies are friendly to their customers, suppliers, and workers.

### B. Sustainable Development Goals Target 8

The key targets of SDGs 8 are as follows:

1. 8.1 — Maintain per capita economic growth in accordance with national conditions and, in particular, at least 7 percent annual gross domestic product growth in least developed countries
2. 8.2 — 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. 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.
4. 8.4 — Increase progressively, until 2030, global resource efficiency in consumption and production, and endeavor to detach economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production, with developed countries as a guide
5. 8.5 — 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. 8.6 — By 2020, substantially reduce the proportion of young people who are not in work, education or training
7. 8.7 — Take urgent action to eradicate forced labour, end slavery and the sale of human beings, secure the prohibition and elimination of the worst forms of child labour, including the recruitment and use of child soldiers, and by 2025 end child labor in all its forms
8. 8.8 — Protect labor rights and promote a safe and secure working environment for all workers, including migrant workers, especially women migrant workers, and those working in hazardous work.
9. 8.9 — By 2030, develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
10. 8.10 — Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.
11. 8.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.
12. 8.b — By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labor Organization.

Meanwhile for this paper the author focuses on SDGs 8.3 targets, namely 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..

### C. Brand Awareness

According to the American Market Association, a brand is a name, term, symbol, design or combination of them which is intended to signify the goods and services of a seller or a group of sellers and to differentiate them from those of competitors. Brand awareness is consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance (Kotler & Keller, 2016). Brand awareness measures how many consumers in the market are able to recognize or remember about the existence of a brand in a particular category and the more aware consumers are of a brand, the easier it is to make purchasing decisions. Brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product ease with which the name is evoked (Andrews & Shimp, 2018). Companies can use consumer brand awareness to provide consumers with a deeper understanding of a brand. This awareness manifests itself in the consumer's proclivity to purchase a well-known brand because doing so

makes them feel safe and eliminates various risks of use. Based on the various definitions presented, it is possible to conclude that brand awareness is awareness of a brand, whether it recognizes or remembers its existence.

Customers' ability to recognize or remember a product's brand varies according to the level of communication of a brand or consumer perceptions of the brands offered by the company. As a result, knowledge is required to determine the level of consumer brand awareness in order to determine the best brand strategy. The following are the levels of brand awareness.

Figure 2. 1 The Awareness Pyramid  
Sources: Managing Brand Equity (Aaker, 1991)

Based on the pyramid above regarding the level of brand awareness, it can be explained as follows:

1. Unaware of Brand

The lowest level within the brand awareness pyramid is characterized by the state of being Unaware of the brand, signifying that consumers have little to no knowledge or recognition of the existence of a specific brand. At this stage, individuals have not been exposed to the brand or its offerings, and thus, lack any form of awareness or familiarity. Consumers who fall under this category have not yet encountered or engaged with the brand in any meaningful way, resulting in a complete absence of brand recognition or recall. In terms of the brand awareness hierarchy, this level represents the initial stage where the brand has yet to establish a presence or make an impact in the target market (Aaker, 2009).

2. Brand Recognition

At this level, consumers know the existence of a brand and acknowledge its existence. Brand recognition shows the minimum level of brand awareness of a consumer for a product. This level determines whether consumers will choose to buy the brand or not. This is important when a buyer chooses a brand when making a purchase. Brand recognition based on an assisted recall test (Aaker, 2009).

3. Brand recalls

Brand recall refers to a heightened level of brand awareness in which consumers not only possess knowledge about the existence of a brand but also demonstrate the ability to remember and retrieve the brand from memory without any external assistance or cues (Aaker, 2009).

4. Top of Mind

Top of Mind means that a brand is the first choice, or the brand is the brand that first appears in the minds of consumers. The brand is the main brand of various brands in the minds of consumers. Recalling positions that are stronger than the peak awareness of the mind is the dominant brand (Aaker, 2009).

According to Kotler and Keller (2016), brand awareness and branding strategy had a strong correlation. Brand awareness serves as a foundational element within the broader framework of a branding strategy. The two concepts are interconnected and mutually reinforcing, with branding strategy playing a pivotal role in shaping and influencing brand awareness.

D. Theoretical Framework

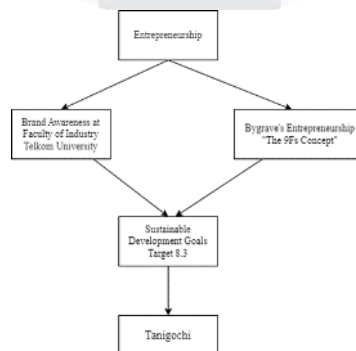


Figure 1 Theoretical Framework

III. RESEARCH METHODOLOGY

Researchers used qualitative methods in this study. Based on its methodology, this study uses a descriptive qualitative method. Qualitative research is research that adheres to a phenomenological school, which focuses on its scientific research activities by describing and understanding the social phenomena it observes (Hardani et al., 2022). The

understanding is not only from the researcher's point of view, but there is something even more important, namely the understanding of the observed phenomena and facts from the point of view of the subject under study.

Qualitative data is data in the form of words or sentences. Examples of qualitative data are interview notes, answers to open-ended questions, transcriptions of video recordings, experience reports and the like. Qualitative data can come from a variety of primary and/or secondary sources, such as individuals, groups, company data or records, government publications and the internet.

The research data was gathered by utilizing primary data obtained through interviews and direct observation. Five individuals, who met the established criteria set by the researchers, were selected as informants for the interviews. These informants were the owner of Tanigochi as internal informant and students from the Faculty of Industry Creative at Telkom University as external informant, who demonstrated a comprehensive understanding of and actively contributed to the brand awareness survey.

#### IV. RESULTS AND DISCUSSION

Drawing upon the narrative provided in the preceding chapter, the methodology adopted for this study embraced the in-depth interview approach. This entailed engaging in comprehensive interviews with a carefully chosen cohort of six informants. Among these informants, the sample comprised the owner of Tanigochi, four students from Faculty of Creative Industries at Telkom University, and one external expert. Within the context of this discourse sub-chapter, the subsequent pages will be dedicated to a thorough examination of the research outcomes that have been diligently garnered. The focus of this exploration pivots around two essential facets: entrepreneurship within the realm of Tanigochi and the intricate realm of brand awareness strategies tailored explicitly for Tanigochi.

##### A. Entrepreneurship

Through the extensive series of interviews conducted with internal informants of Tanigochi, a noteworthy correlation has emerged between entrepreneurship and creativity. This correlation underscores the pivotal role creativity plays within the entrepreneurial realm. It has been illuminated that the presence of a creative leader is paramount for the dynamism of a company. An enterprise devoid of innovative thinking at its helm may encounter impediments in its developmental trajectory. Entrepreneurs, by virtue of their pioneering endeavors, are inherently intertwined with creativity, fostering a culture of continuous innovation that fuels their progress.

This relationship aligns seamlessly with the essence of Bygrave's 9F concept, a framework that elucidates the holistic underpinnings of entrepreneurial success. The tenets of this concept posit that businesses adopting the 9F principles are more likely to attain sustainable triumphs if their vision centers around remaining relatively compact and refraining from transmuting into a larger-scale entity. This concept, which encapsulates interrelated factors such as focus, flexibility, frugality, and friendliness, finds resonance in Tanigochi's endeavors.

Notably, Tanigochi stands as a testament to adaptability and flexibility, particularly in its embodiment of the Community Shared Agriculture (CSA) concept. This modality exemplifies the company's willingness to cater to consumer preferences and adhere to their desires. This inclination to embrace consumer-driven customization attests to Tanigochi's commitment to providing value and maintaining a harmonious rapport with its target audience.

In summary, the insights gleaned from the internal informants of Tanigochi, when juxtaposed with Bygrave's 9F concept, shed light on the intertwined realms of entrepreneurship and creativity. These intertwined threads not only invigorate Tanigochi's endeavors but also offer a broader perspective on the harmonious dynamics that underpin innovative ventures in the contemporary business landscape.

##### B. Brand Awareness

Upon a comprehensive examination of the outcomes derived from the interviews conducted, encompassing dialogues with Telkom University's Faculty of Creative Industry students and external experts alike, a discernible and robust brand awareness strategy comes into view. This strategy, meticulously tailored to Tanigochi's unique position and aspirations, is poised to foster widespread recognition and engagement.

Evidently, the synergy of social media marketing, content marketing, and strategic collaborations emerges as a pivotal avenue for Tanigochi's brand enhancement. The strategic utilization of social media platforms is a potent instrument to amplify brand visibility. By crafting engaging content, Tanigochi can authentically connect with its audience, generating a resonance that reverberates through the digital landscape. Furthermore, synergistic partnerships and collaborations, particularly in the context of supplying fruits to digital platforms, present an opportunity for Tanigochi to widen its footprint and tap into new consumer bases.



Figure 3. 1 Brand Awareness Strategy

The amplification of brand identity is identified as a cornerstone imperative. Given Tanigochi's nascent stage, investing in a compelling brand identity is akin to nurturing the seed of recognition. Crafting a distinct brand persona that encapsulates Tanigochi's ethos and unique offerings is the beacon to guide its voyage in the competitive business ocean.

An integral facet of this strategy lies in fortifying Tanigochi's presence on social media platforms. By weaving a cohesive narrative across these digital avenues, Tanigochi's resonance can transcend the digital sphere and permeate the local community. Participating actively in events and bazaars, which are windows to community engagement, can seamlessly weave Tanigochi into the fabric of its environment. This not only facilitates a direct interaction with potential customers but also endows Tanigochi with an opportunity to showcase its products and mission to a captive audience.

In conclusion, the confluence of insightful interviews and strategic contemplation underscores the potency of the brand awareness strategy proposed for Tanigochi. This strategy, encompassing digital prowess, strategic collaborations, and community engagement, is poised to catalyze Tanigochi's ascent towards becoming a recognized and revered name within the domain of organic fruit offerings. With every carefully orchestrated step, Tanigochi's journey unfolds, leaving a mark that resonates far beyond its inception.

## V. CONCLUSION AND SUGGESTION

### A. Conclusion

Based on the findings that have been obtained in this study, the researcher will answer the research in Drawing upon the comprehensive findings of the research undertaken, the authors are able to reach several conclusions. The alignment of entrepreneurship with SDGs target 8.3 is particularly evident through the attributes of being perpetually innovative and adaptable. By consistently introducing new and creative ideas, Tanigochi has the potential to foster not only its own growth but also greater recognition and adoption among the populace. This growth trajectory, in turn, is likely to lead to an increase in human resources, subsequently contributing to a reduction in unemployment rates within Indonesia. Furthermore, the realization of Telkom University's visionary goal to transform into an entrepreneurial campus seems well within reach, especially within the forthcoming decade.

Regarding brand awareness strategy, the author can conclude that, if feasible, Tanigochi could implement the thoroughly researched Brand Awareness Strategy that aligns with SDGs target 8.3 (cultivating creativity and innovation). This could potentially result in a broader recognition of Tanigochi among a wider audience. By doing so, the company could establish a more prominent presence in the market.

### B. Suggestion

1. Tanigochi might contemplate diversifying its product offerings to include a variety of fruits, such as banana, mango, apples, etc. This strategic move could effectively broaden its target market, ensuring a wider reach and potentially increasing its brand awareness among Telkom University students and beyond.
2. It would be advisable for Tanigochi to establish a robust social media presence by creating dedicated social media accounts such as, TikTok and Instragram. In today's era, social media serve as one of the most effective promotional platforms. Information and content spread rapidly across social media, making it a suitable avenue for brand awareness. Therefore, the author strongly suggests the prompt creation of social media accounts to enhance Tanigochi's visibility and engagement.

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