

ABSTRACT

Unemployment is an issue that every country faces and is difficult to avoid, both in developing and developed countries, but unemployment rates in developing countries are generally higher. That is why Tanigochi was established to contribute to global action on the Sustainable Development Goals through its business, particularly Sustainable Development Goal 8: Decent Work and Economic Growth. However, as Tanigochi is a new company, there are many management systems that need to be perfected before it can be considered mature. Product packaging is one such area that needs to be developed. Tanigochi continues to offer its fruits through small labels on its products, and avoids using packaging on its products that may influence consumers' purchasing decisions.

The purpose of this research is to find out what packaging elements can influence the level of purchasing decisions on "Papaya Tanigochi" to complement Tanigochi's entrepreneurial dimensions in order to develop sustainable businesses and fulfill SDGs 8.3. The packaging elements include Packaging Color, Packaging Material, Font Style, Packaging Design, Printed Information, Background Image, and Innovation. The packaging element factors are expected to help Tanigochi determine what packaging elements can be used in their product packaging.

The methodology used was quantitative, using multiple linear regression. Data was collected from 100 respondents who were selected using purposive sampling technique on the grounds that they like papaya and have visited T-mart. IBM SPSS will be used to check for accurate and valid data. The results of this study indicate that there is a positive and significant influence of packaging colour, packaging design, and background image have an influence on the purchase decision of Tanigochi Products.

Based on the findings of this study, in order to improve purchasing decisions on Tanigochi products, companies should concentrate on several packaging dimensions such as packaging colour, packaging design, and background image in order to create purchasing decisions for their target customers and assist them in creating a sustainable business.

Based on the findings of this study can also provide some suggestions for Tanigochi. Tanigochi should concentrate on producing aesthetically appealing and well-designed packaging because it was found that the factors of packaging design, packaging color, and Background Image have a good and significant impact on purchasing decisions. given the positive and large impact of packaging design, packaging color, and Background Image on consumer decision making, companies must be careful in choosing designs, colors, and also background images that complement their brand identity and appeal to their target audience.

Keywords: *Packaging Elements, Entrepreneurial Dimensions, Sustainable Entrepreneurship, Purchase Decision.*