

# CHAPTER I

## INTRODUCTION

### 1.1. Object Overview

The development of fruit growth in Indonesia is very rapid. Like papaya, which is a fruit originating from southern Mexico and northern South America. Papaya or with the Latin name *Carica papaya L.* is a fruit plant that is widely cultivated in tropical and sub-tropical climates. For the people of Indonesia, it will be very easy to get papaya fruit both in traditional markets and supermarkets, this is because Indonesia is a country that is included in a tropical climate (KOMPAS, 2020).



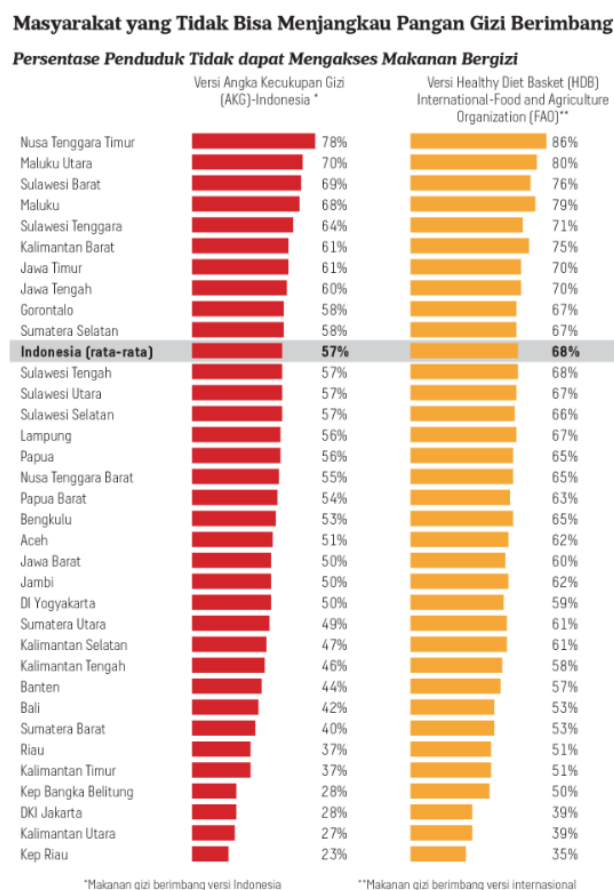
**Figure 1. 1 Infographic on Vitamins and Minerals Contained in Papaya Fruit**

*Source:* (Kementerian Pertanian Republik Indonesia, 2021)

Papaya fruit contains an enzyme called papain enzyme; this enzyme can break down hard protein chains found in meat muscles, so papaya is often used to help tenderize meat. Apart from containing the enzyme papain, papaya fruit is also rich in vitamins and minerals including calcium, magnesium, zinc, vitamins B1, B3, B5, E, K and the antioxidant carotenoid lycopene. Even in one small papaya fruit weighing 152 grams, papaya fruit can fulfil 157 percent of daily vitamin C needs,

55 percent of daily vitamin A needs, 14 percent of daily folate needs, and 11 percent of potassium per day. In addition, a papaya fruit of the same size contains 59 kcal calories, 15 grams of carbohydrates, and one gram of protein (Kementerian Pertanian Republik Indonesia, 2021).

Judging from the vitamin and mineral content contained in papaya fruit, it is very sufficient to meet the daily nutritional needs of our bodies. Papaya fruit is aided by Indonesia's tropical climate and the price is cheap, making it easier for Indonesians to get papaya fruit so that the daily nutritional needs of the Indonesians should be fulfilled. However, more than half of Indonesia's population, around 183.7 million people or 68 percent of the population, are unable to meet their daily nutritional needs, showing that it is still difficult for Indonesians to reach nutritious food (KOMPAS, 2022).



**Figure 1. 2 Percentage of Population Unable to Access Nutritious Food**

*Source: (KOMPAS, 2022)*

Based on Figure 1.3, it shows that when referring to the 2014 AKG nutritional standards, the percentage of people who cannot afford healthy food has dropped from 68 percent in the HDB version, to 57 percent of Indonesia's population or 155 million people. However, FAO noted that in Indonesia, the proportion of people who cannot afford nutritious food is currently improving compared to 2017. In 2017, the proportion of people who could not afford nutritious food reached 70.7 percent. There was an improvement in 2018 to around 68.9 percent and in 2019 to 67.3 percent. However, the proportion of people who cannot afford nutritious food has increased again to 68 percent due to the Covid-19 pandemic. The FAO report also shows that Indonesia has the highest nutritious food prices compared to neighbouring countries in Southeast Asia when taking into account the purchasing power of its people. Taking into account the purchasing power parity (PPP) factor, the price of nutritious food in Indonesia reaches US\$4.47, around Rp 69,000 per day. This is higher than, among others: Thailand (US\$4.3); Philippines (US\$4.1); Vietnam (US\$4); and Malaysia (US\$3.5) (KOMPAS, 2022).

The increase in the percentage of the population that cannot access nutritious food is due to the modern lifestyle of Indonesians, which has contributed to the change of the traditional Indonesian diet from a healthy diet to one that lacks fiber and nutrients. Modern life, which demands speed and practicality, makes people often think simple and relatively ignorant of a healthy diet. Without realizing it, globalization has influenced the lifestyle of Indonesians, especially in diet. It is not enough just to give advice and recommendations, but also requires high awareness to implement a healthy diet. It should be understood that the body needs a balanced intake of nutrients, minerals, vitamins, and fiber to optimize the body's metabolic processes. Based on this phenomenon that Tanigochi chose papaya as the fruit to be cultivated. The selection of papaya as the first fruit to be cultivated in this initiative was based on strategic considerations that aligned with Tanigochi's objectives. Papaya, known for its fast growth and high yields, provides the opportunity for a quick return on investment, which is critical for entrepreneurial endeavours. With the ability to produce fruit throughout the year, papaya offers a

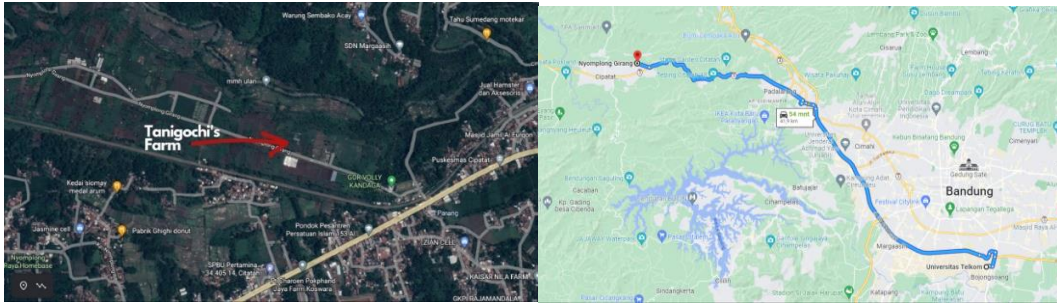
sustainable harvest, ensuring a reliable income stream for farmers. Its low maintenance requirements make it accessible to small-scale farmers while harbouring significant profit potential.



**Figure 1. 3 Logo of Tanigochi**

*Source: Tanigochi's Owner*

Tanigochi is a business that started out of a concern about why it is difficult for people in cities to get fresh fruit. Tanigochi found that the main obstacle to getting fresh fruit, especially for consumers in cities, was the long fruit distribution chain. This long fruit distribution chain has harmed both farmers and consumers. Farmers require them to harvest their crops faster than they should or even use chemicals that shouldn't be used, and farmers cannot sell their crops at the highest price because fruit distributor prices are very cheap. On the other hand, consumers cannot get fresh fruit and have to pay a high price. It was this factor that gave birth to Tanigochi, helping fruit consumers get fresh fruit and helping farmers in Indonesia prosper. Tanigochi has created a digital platform that can help solve this problem. This digital platform is able to cut long fruit distribution chains so that farmers can sell their crops directly to consumers. By breaking the fruit distribution chain, farmers can sell fresh fruit directly to consumers without having to go through long supply chains or use chemicals. It also helps maximize profits for farmers and lower prices for consumers. Another goal of the Tanigochi digital platform is to build personal relationships between farmers and consumers that are not limited to buying and selling transactions.



**Figure 1. 4 Tanigochi's Farm Location**

*Source:* Google Maps with Author's Modification (2023)

Figure 1.5 shows the plantation managed by Tanigochi. The farm is located in Nyomplong Girang, Cipatat, Cipatat sub-district, West Bandung regency, West Java. The location of this Tanigochi plantation is about 42 kilometres from Telkom University and takes about an hour's drive. The plantation managed by Tanigochi has an area of approximately 75 hectares, with the initial design planted with papaya trees.



**Figure 1. 5 Plantations operated by Tanigochi**

*Source:* Author's Documentation (12 November 2022)

Figure 1.6 shows a plantation managed by Tanigochi planted with lots of papaya trees. Tanigochi took the first step by planting the plantation with papaya fruit because of its high vitamin and mineral content and also because the consumption rate of papaya fruit in Indonesia is increasing sharply as people realize

the importance of fruit for health. In addition, the selection of papaya fruit for planting in this initial step was influenced by the ease of planting papaya, which is classified as a fast fruit to harvest and only takes approximately 6-8 months.



**Figure 1. 6 The farmers are sorting the fruit of the harvest.**

*Source: Author's Documentation (12 November 2022)*

Harvested fruit will enter the fruit sorting process, as shown in Figure 1.7. This sorting is done to separate the fruit based on the size of the fruit harvested; the size of the fruit has a different price according to the size category of the fruit. The sorted fruits will be sold directly to consumers. To increase their sales, Tanigochi also sells their fruit at T-Mart, which is a mini market within Telkom University. The sale of fruit at T-Mart is also carried out to increase awareness of the Tanigochi brand within Telkom University itself.

Tanigochi is here to help implement the world's Sustainable Development Goals. As is known, Indonesia is one of the countries that is also committed to achieving the SDGs. In general, the SDGs have 169 targets summarized in 17 major goals. Tanigochi itself will focus on Goal 8: "Support inclusive and sustainable economic growth, full and productive employment, and decent work for all", with a more specific target of 8.3: "Encourage development policies oriented towards activities that support productive activities, job creation, entrepreneurship, creativity, and innovation, and encourage the formation and growth of micro, small,

and medium enterprises, including through access to funding and capital services". With Tanigochi's innovation and creativity in creating entrepreneurship, it is expected to help open new jobs and also help the welfare of farmers.



**Figure 1. 7 Tanigochi WRAP Entrepreneurship Business Idea**

*Source:* (Bandung Techno Park, 2022)

Tanigochi also participated in the WRAP Entrepreneurship Program organized by Bandung Techno Park, as shown in Figure 1.8. WRAP (Work-Ready Program) Entrepreneurship is one of the programs managed by Bandung Techno Park (BTP) in collaboration with the Academic Division of the University and faculties at Telkom University that aims to provide facilities or containers for students to learn about entrepreneurship. In addition, WRAP Entrepreneurship is also expected to be a vehicle for students to gain entrepreneurial experience with the guidance and cooperation of lecturers and the Telkom University academic community. Tanigochi's goal in participating in the WRAP Entrepreneurship program is to increase the interest of Telkom University students in participating in the program. because the fact is that there are still many who do not know about the WRAP Entrepreneurship program or even the goal of the WRAP Entrepreneurship program.

## **1.2. Background**

Unemployment is a problem that is always faced and difficult to avoid by a country, both in developing and developed countries, but in general, the unemployment rate tends to be higher in developing countries. Unemployment is a

condition where someone is not working at all, is looking for work, works less than two days a week, or is trying to get a decent job. A high level of unemployment has a negative impact that can lead to social problems such as crime and lower welfare. The lower the level of welfare, the more likely it is to lead to other problems such as poverty. A low unemployment rate can reflect a country's good economic growth and can reflect an improvement in the quality of life of the population and an increase in income distribution, so that the welfare of the population increases. Unemployment occurs because the number of available jobs is less than the number of job seekers, and the competence of job seekers does not match the job market. In addition, there is also a lack of effective labor market information for job seekers. The unemployment rate is also an indicator for foreign investors in analyzing whether a country's economy is healthy or not, which can influence the decision to invest in the country because a low unemployment rate can describe a stable economy, so foreign investors are interested in investing, and vice versa.

Unemployment basically cannot be completely eliminated, because no matter how good and how great a country's ability to manage its economy is, unemployment will still exist. As is the case in Indonesia, unemployment is still a complex problem that must be addressed by Indonesia. Indonesia is a developing country with a large population, which means that Indonesia has abundant labor capital but also provides a great opportunity for its population to be unemployed if not accompanied by job growth. The Central Bureau of Statistics (BPS) noted that Indonesia's Open Unemployment Rate (TPT) in August was recorded at 5.86%, or 8.41 million people. This figure is lower when compared to August 2021, when it reached 6.49%, or 9.1 million people, as shown in Figure 1.9.



Status Keadaan Ketenagakerjaan	Agustus 2020	Agustus 2021	Agustus 2022	Perubahan Agt 2020–Agt 2021		Perubahan Agt 2021–Agt 2022	
	juta orang	juta orang	juta orang	juta orang	persen	juta orang	persen
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Penduduk Usia Kerja (PUK)	203,97	206,71	209,42	2,74	1,34	2,71	1,31
Angkatan Kerja	138,22	140,15	143,72	1,93	1,40	3,57	2,55
- Bekerja	128,45	131,05	135,30	2,60	2,02	4,25	3,24
- Pengangguran	9,77	9,10	8,42	-0,67	-6,82	-0,68	-7,43
Bukan Angkatan Kerja	65,75	66,56	65,70	0,81	1,22	-0,86	-1,29
	persen	persen	persen	persen poin		persen poin	
Tingkat Partisipasi Angkatan Kerja (TPAK)	67,77	67,80	68,63	0,03		0,83	
- Laki-Laki	82,41	82,27	83,87	-0,14		1,60	
- Perempuan	53,13	53,34	53,41	0,21		0,07	

**Figure 1. 8 Working Age Population and Labour Force, August 2020-August 2022**

*Source:* (Badan Pusat Statistik, 2022)

According to the Central Bureau of Statistics (BPS), the working-age population (PUK) is all people aged 15 years and above. The working-age population tends to increase along with the increasing population in Indonesia. The working-age population in August 2022 was 209.42 million people, an increase of 2.71 million people compared to August 2021. Most of the working-age population is included in the labour force, as many as 143.72 million people; the rest are included in the non-labour force as many as 65.70 million people. The composition of the labour force in August 2022 consisted of 135.30 million people working and 8.42 million people who were unemployed. When compared to August 2021, the number of people in the labour force increased by 3.57 million. The working population increased by 4.25 million people, while unemployment decreased by 0.68 million people.

The Labour Force Participation Rate (TPAK) has increased compared to August 2021. The TPAK in August 2022 was 68.63 percent, up 0.83 points compared to August 2021. TPAK is the ratio of the labour force to the working-age population. TPAK indicates the percentage of the working-age population that is economically active in a country or region. Meanwhile, based on gender, in August

2022, the male TPAK was 83.87 percent, higher than the female TPAK of 53.41 percent. Compared to August 2021, male and female TPAK increased by 1.60 percentage points and 0.07 percentage points, respectively.

Provinsi	Agustus 2020 (persen)	Agustus 2021 (persen)	Agustus 2022 (persen)	Perubahan Agt 2020-Agt 2021 (persen poin)	Perubahan Agt 2021-Agt 2022 (persen poin)
(1)	(2)	(3)	(4)	(5)	(6)
Aceh	6,59	6,30	6,17	-0,29	-0,13
Sumatera Utara	6,91	6,33	6,16	-0,58	-0,17
Sumatera Barat	6,88	6,52	6,28	-0,36	-0,24
Riau	6,32	4,42	4,37	-1,90	-0,05
Jambi	5,13	5,09	4,59	-0,04	-0,50
Sumatera Selatan	5,51	4,98	4,63	-0,53	-0,35
Bengkulu	4,07	3,65	3,59	-0,42	-0,06
Lampung	4,67	4,69	4,52	0,02	-0,17
Kepulauan Bangka Belitung	5,25	5,03	4,77	-0,22	-0,26
Kepulauan Riau	10,34	9,91	8,23	-0,43	-1,68
DKI Jakarta	10,95	8,50	7,18	-2,45	-1,32
Jawa Barat	10,46	9,82	8,31	-0,64	-1,51
Jawa Tengah	6,48	5,95	5,57	-0,53	-0,38
D.I. Yogyakarta	4,57	4,56	4,06	-0,01	-0,50
Jawa Timur	5,84	5,74	5,49	-0,10	-0,25
Banten	10,64	8,98	8,09	-1,66	-0,89
Bali	5,63	5,37	4,80	-0,26	-0,57
Nusa Tenggara Barat	4,22	3,01	2,89	-1,21	-0,12
Nusa Tenggara Timur	4,28	3,77	3,54	-0,51	-0,23
Kalimantan Barat	5,81	5,82	5,11	0,01	-0,71
Kalimantan Tengah	4,58	4,53	4,26	-0,05	-0,27
Kalimantan Selatan	4,74	4,95	4,74	0,21	-0,21
Kalimantan Timur	6,87	6,83	5,71	-0,04	-1,12
Kalimantan Utara	4,97	4,58	4,33	-0,39	-0,25
Sulawesi Utara	7,37	7,06	6,61	-0,31	-0,45
Sulawesi Tengah	3,77	3,75	3,00	-0,02	-0,75
Sulawesi Selatan	6,31	5,72	4,51	-0,59	-1,21
Sulawesi Tenggara	4,58	3,92	3,36	-0,66	-0,56
Gorontalo	4,28	3,01	2,58	-1,27	-0,43
Sulawesi Barat	3,32	3,13	2,34	-0,19	-0,79
Maluku	7,57	6,93	6,88	-0,64	-0,05
Maluku Utara	5,15	4,71	3,98	-0,44	-0,73
Papua Barat	6,80	5,84	5,37	-0,96	-0,47
Papua	4,28	3,33	2,83	-0,95	-0,50
<b>Indonesia</b>	<b>7,07</b>	<b>6,49</b>	<b>5,86</b>	<b>-0,58</b>	<b>-0,63</b>

**Figure 1. 9 Open Unemployment Rate by Province, August 2020-August 2022**

*Source:* (Badan Pusat Statistik, 2022)

Figure 1.10 shows the list of regions with the highest unemployment in Indonesia as of August 2022. The data proves that West Java ranks first in contributing to unemployment in Indonesia. The Central Bureau of Statistics (BPS)

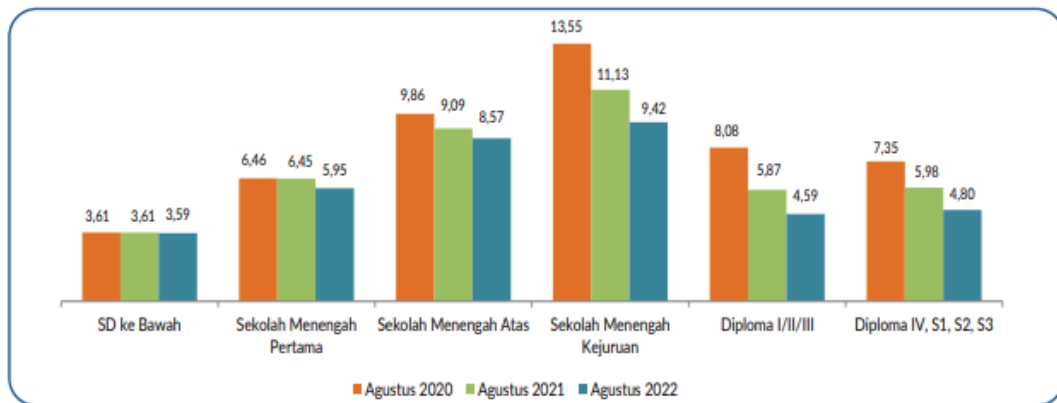
stated that as many as 2.13 million people in West Java were declared unemployed, with the Open Unemployment Rate (TPT) in West Java reaching 8.31 percent. However, when compared to the same period a year earlier, the number of unemployed people in West Java recorded a decrease of 1.51 percentage points compared to August 2021, which amounted to 9.82 percent. The number of people in the labor force in August 2022 was 25.58 million, an increase of 0.84 million people compared to August 2021, where the Labour Force Participation Rate (TPAK) increased by 1.20 percentage points from 64.95 percent to 66.15 percent.

Kabupaten/Kota	Agustus 2020	Agustus 2021	Agustus 2022	Perubahan Ags 2020—Ags 2021	Perubahan Ags 2021—Ags 2022
	persen	persen	persen	persen poin	persen poin
(1)	(2)	(3)	(4)	(5)	(6)
Kabupaten Bogor	14,29	12,22	10,64	-2,07	-1,59
Kabupaten Sukabumi	9,60	9,51	7,77	-0,09	-1,74
Kabupaten Cianjur	11,05	9,32	8,41	-1,73	-0,91
Kabupaten Bandung	8,58	8,32	6,98	-0,26	-1,34
Kabupaten Garut	8,96	8,68	7,60	-0,28	-1,08
Kabupaten Tasikmalaya	7,12	6,16	4,17	-0,96	-1,99
Kabupaten Ciamis	5,66	5,06	3,75	-0,60	-1,31
Kabupaten Kuningan	11,22	11,68	9,81	0,46	-1,87
Kabupaten Cirebon	11,52	10,38	8,11	-1,13	-2,27
Kabupaten Majalengka	5,84	5,71	4,16	-0,13	-1,54
Kabupaten Sumedang	9,89	9,18	7,72	-0,70	-1,46
Kabupaten Indramayu	9,21	8,30	6,49	-0,91	-1,81
Kabupaten Subang	9,48	9,77	7,77	0,29	-2,00
Kabupaten Purwakarta	11,07	10,70	8,75	-0,37	-1,96
Kabupaten Karawang	11,52	11,83	9,87	0,32	-1,97
Kabupaten Bekasi	11,54	10,09	10,31	-1,45	0,22
Kabupaten Bandung Barat	12,25	11,65	9,63	-0,60	-2,02
Kabupaten Pangandaran	5,08	3,25	1,56	-1,83	-1,68
Kota Bogor	12,68	11,79	10,78	-0,89	-1,01
Kota Sukabumi	12,17	10,78	8,83	-1,39	-1,95
Kota Bandung	11,19	11,46	9,55	0,28	-1,91
Kota Cirebon	10,97	10,53	8,42	-0,44	-2,11
Kota Bekasi	10,68	10,88	8,81	0,19	-2,06
Kota Depok	9,87	9,76	7,82	-0,11	-1,94
Kota Cimahi	13,30	13,07	10,77	-0,23	-2,30
Kota Tasikmalaya	7,99	7,66	6,62	-0,34	-1,04
Kota Banjar	6,73	6,09	5,53	-0,64	-0,56
<b>Jawa Barat</b>	<b>10,46</b>	<b>9,82</b>	<b>8,31</b>	<b>-0,64</b>	<b>-1,51</b>

**Figure 1. 10 Open Unemployment Rate by Regency/City in West Java,  
August 2020-August 2022**

*Source:* (Badan Pusat Statistik, 2022)

The data in Figure 1.11 shows that the five regions with the highest number of open unemployment are in West Java, namely Bogor City at 10.78 percent and Cimahi City at 10.77 percent. Then Bogor Regency was at 10.64 percent, Bekasi Regency at 10.31 percent, and Karawang Regency at 9.87 percent. Meanwhile, the five regions with the lowest open unemployment rate are Pangandaran Regency at 1.56 percent and Ciamis Regency at 3.75 percent. Then Majalengka Regency at 4.16 percent, Tasikmalaya Regency at 4.17 percent, and Banjar City at 5.53 percent. Meanwhile, the capital city of West Java in August 2022 contributed 9.55 percent to the unemployment rate in West Java; this figure decreased by 1.91 percent compared to August 2021's 11.46 percent.



**Figure 1. 11 Open Unemployment Rate by Highest Education Completed (percent), August 2020-August 2022**

*Source:* (Badan Pusat Statistik, 2022)

Based on data from the Central Statistics Agency (BPS) as of August 2022, when viewed based on the highest education completed by the labour force, the TPT of vocational high school graduates is still the highest compared to graduates of other education levels, at 9.42 percent. Meanwhile, the lowest TPT is for elementary school education and below, which is 3.59 percent. Then followed by high school (8.57 percent), then junior high school (5.95 percent). In addition, TPT from Diploma IV, S1, S2, and S3 levels contributed 4.80 percent, and Diploma I/II/III levels contributed 4.59 percent. Compared to August 2021, the decline in

TPT occurred in all education categories, with the largest decline in the vocational high school education category, which amounted to 1.71 percentage points.

The problem of unemployment occurs due to changes in the labour force that are not matched by the expansion of employment opportunities. One indicator of the high unemployment rate can be seen in the length of time it takes for job seekers to find work. In addition, along with the development of increasingly sophisticated technology, it turns out that this also has an impact on the increase in unemployment. Because a job that is usually done by human hands has now been automated through the use of various advanced technologies, in addition to the fast process, the results of the work are of much higher quality. So that almost most industries or institutions prioritize the use of technology over human services. This unemployment problem also refers to one of the goals of the Sustainable Development Goals set by the United Nations, namely Goal 8, Decent Work and Economic Growth.



**Figure 1. 12 17 Sustainable Development Goals**

*Source:* (BAPPENAS, 2018)

The Sustainable Development Goals (SDGs) are a global action plan agreed by world leaders, including Indonesia, for development that maintains sustainable improvement of people's economic welfare, development that maintains the sustainability of people's social lives, development that maintains the quality of the environment, development that ensures justice, and the implementation of governance that is able to maintain the improvement of the quality of life from one generation to the next. This is a form of mutual concern to build a global vision that sustainable development is an obligation for all countries in the world. Tanigochi is designed to contribute to global action on the Sustainable Development Goals in its business, specifically Sustainable Development Goal 8: Decent Work and Economic Growth. Where the goal is to "Promote inclusive and sustainable economic growth, productive and inclusive employment opportunities, and decent work for all." With the entrepreneurship created by Tanigochi, it is hoped that it can help open new jobs so that it can reduce the number of unemployed people in Indonesia and can help in the economic growth of farmers. To achieve Goal 8 of the Sustainable Development Goals, there are 10 targets that can be achieved.

Based on the Targets in SDG 8, Tanigochi will focus on Target 8.3: "Promote development policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and promote the formalization and growth of micro, small and medium enterprises, including through access to financial services". Target 8.3 is a global commitment to achieve inclusive economic growth, in which decent work, entrepreneurship, creativity and innovation are key elements. In this context, entrepreneurship plays an important role. Entrepreneurs not only contribute to the creation of new jobs, but also bring aspects of creativity and innovation to their business processes. Entrepreneurial dimensions, such as adaptability, risk-taking, and the ability to develop new ideas, play an important role in driving effective entrepreneurship. Through creativity, entrepreneurs can design products or services that meet market needs, and innovation can stimulate sustainable economic growth. In addition, Target 8.3 also underscores the importance of the growth of micro, small and medium enterprises (MSMEs), which are often where entrepreneurship flourishes. Thus, SDG 8 Target

8.3 supports the important role of entrepreneurship and the entrepreneurial dimension in achieving inclusive economic growth and high productivity.

Entrepreneurship as a key driver of economic activity, is often involved with product packaging in their business ventures. Product packaging is not only important for protecting goods, but also for marketing and branding. Entrepreneurs often innovate product packaging to make it more sustainable, efficient and appealing to consumers. Sustainable packaging, which reduces waste and environmental impact, also aligns with the broader sustainability goals of the SDGs. One of the key points in SDG 8.3 that can help product packaging development is creativity and innovation. Every Business is required to encourage creativity and innovation in product packaging by developing new materials, designs and technologies. This creativity and Innovation can result in cost savings, increased market competitiveness and reduced environmental impact. For example, the development of eco-friendly packaging materials is an innovative approach that aligns with sustainability goals while providing entrepreneurial opportunities. The design, production, and marketing of innovative packaging solutions can create jobs, as it will help to complement Tanigochi's managerial system, making it a more mature business ready to create new jobs. This makes Tanigochi support the goal of creating decent work mentioned in SDG target 8.3. Entrepreneurship is also an important point in the strategic plan put forward by Telkom University to make Telkom University start its role as an entrepreneurial university in 2023.



**Figure 1. 13 Milestone of Telkom University Strategic Plan 2019 – 2023**

*Source:* (Telkom University, 2018)

This strategic plan is a short-term development guideline document for Telkom University with a duration of five years, in accordance with the term of office of the university leadership. The preparation of the 2019–2023 strategic plan (RENSTRA) refers to the 2014–2038 Telkom University RENIP by involving all stakeholders, consisting of leaders of the Telkom Education Foundation (YPT), leaders of Telkom University, faculty leaders, lecturers, students, and industry. In addition, a comparative study (benchmarking) and analysis of the strategic situation of the higher education business environment were also carried out. As seen in Figure 1.14, the achievement of the 2023 strategic plan that Telkom University wants is to make Telkom University a Research and Entrepreneurial University. Of course, to make this happen, assistance from the entire Telkom University academic community is needed. Tanigochi himself took part in running the Strategic Plan of Telkom University. The step taken by Tanigochi is to create entrepreneurship that can help farmers increase sales and make it easier for fruit consumers to get fresh fruit. In carrying out his entrepreneurship, Tanigochi was assisted in the Work Ready Program (WRAP) organized by the Bandung Techno Park.





**Figure 1. 14 WRAP Entrepreneurship Registration Poster**

*Source: (Bandung Techno Park, 2022)*

WRAP, or Work Ready Program, is a new policy at Telkom University that began to be implemented in the 2020 curriculum. There are three types of WRAP: WRAP internships, WRAP research, and WRAP entrepreneurship. To achieve the desired strategic plan in 2023, Bandung Techno Park by Telkom University helps WRAP, especially the WRAP Entrepreneurship type. WRAP Entrepreneurship is a college program for students who want to learn to do business and become entrepreneurs. In this program, students will start building their own business from idea to execution for 2 semesters and will be guided by lecturers, a teaching team, and mentors who are business people (Bandung Techno Park, 2022). WRAP Entrepreneurship also aims to provide a platform for students to express their innovation and creativity in forming a business. However, WRAP Entrepreneurship is still not running well. This is because there are still a lot of Telkom University students who do not know about WRAP Entrepreneurship or even the purpose of WRAP Entrepreneurship. Tanigochi was present to participate in WRAP entrepreneurship. With Tanigochi's entrepreneurship business idea, Tanigochi wants to inspire Telkom University students to express their innovation and creativity in entrepreneurship, and Tanigochi also wants to help WRAP Entrepreneurship so that Telkom University students can know the purpose and

objectives of WRAP Entrepreneurship itself. With Telkom University students having a deep understanding of the purpose and objectives of WRAP Entrepreneurship, students are expected to be a catalyst for the birth of new innovative and competitive entrepreneurs. In addition, the success of these entrepreneurs will also contribute to the creation of new jobs and the improvement of the economy, which is a key goal of SDG 8.

Based on the explanation of SDG 8 target 8.3, Telkom University's RENSTRA, as well as WRAP Entrepreneurship, all agree that the right solution to overcome high unemployment and low economic growth is entrepreneurship. The role of entrepreneurship in the national economy is to create new jobs and also increase economic growth, so that with the availability of new jobs, entrepreneurship can reduce unemployment and support a more confident social life. This background is used as a reference in conducting this research. This study aims to assist Tanigochi in designing a managerial system that will be used by Tanigochi in the future.

In order to help reduce unemployment and achieve the goals of SDG 8, specifically Target 8.3, Tanigochi exists as an initiative to create new jobs and improve the economy of farmers. However, Tanigochi itself is a relatively newly established business, so there are still many managerial systems that need to be developed further to achieve a mature business. To achieve the desired impact and become an agent of change in addressing unemployment, Tanigochi needs to take immediate and effective steps. One important aspect of the managerial system that needs attention is product packaging. Good packaging not only supports Tanigochi's product sales but also creates a positive impression on consumers. Therefore, the development of a strong managerial system, including on the aspect of product packaging, is an urgent necessity. By taking immediate action in addressing these challenges, Tanigochi can accelerate its business growth, create more jobs, and contribute to the achievement of SDG 8 with significant impact.

Packaging itself is one way to protect the product so that it is not easily damaged and ready to be stored or distributed to consumers. Nowadays, product

packaging is important. Packaging no longer only functions as a container for wrapping food or beverage products to protect them from dirt, dust, air, impact, and sunlight, but also as a means of promotion and attracting buyers. Packaging functions as a means of promotion because packaging can protect and facilitate the use of products, add selling value, and promote products. Good packaging is packaging that is able to invite consumers to find out more about the products offered. Packaging is able to provide added value to consumers if it is in accordance with the function of the packaging itself, such as being a place that matches the load capacity of a product and also becoming an identity that distinguishes it from other products, so that consumers will definitely buy it. The success of marketing an item is not only determined by the quality of the goods and promotional efforts made, but also by the quality and appearance of the packaging itself. For this reason, we actually recognize the marketing philosophy that has been prevalent since the 19th century in England: "The product is the package", The product will be determined by the packaging itself. Awareness of packaging is an integral part of a product, so it is not surprising that if Tanigochi does not use packaging for its products, it will make consumers' awareness of buying Tanigochi products non-existent.

This research will focus on the elements of packaging for Papaya Tanigochi that can improve Tanigochi consumer purchasing decisions to fulfil one of Tanigochi entrepreneurship dimension. This is because, according to the field survey, there are several factors that are strongest in the product packaging element that can improve the purchasing decision of Tanigochi products. Based on this background, the researcher wants to examine how the Tanigochi product packaging should be so that it can improve Tanigochi consumer purchasing decisions to fulfil one of Tanigochi entrepreneurship dimension with the title "**IDENTIFICATION OF PACKAGING ELEMENTS THAT CAN IMPROVE PURCHASING DECISION OF "PAPAYA TANIGOCHI" TO FULFIL TANIGOCHI ENTREPRENEURSHIP DIMENSION TOWARDS SDG 8 TARGET 8.3 AT T-MART TELKOM UNIVERSITY**".

### **1.3. Problem Formulation**

Based on the background that has been described. Then the identification of the problem to be studied is as follows:

1. What is the entrepreneurial dimension in relation to the packaging element "Papaya Tanigochi" to support SDG 8 target 8.3 from the point of view of T-mart visitors?

### **1.4. Research Objective**

Based on the formulation of the research problems that have been presented, the objectives of this study are:

1. To identify the entrepreneurial dimension in relation to the packaging element "Papaya Tanigochi" to support SDG 8 target 8.3 from the perspective of T-mart visitors

### **1.5. Research Benefit**

This research is expected to provide benefits for various parties both directly and indirectly. The benefits of research are as follows:

1. Theoretical Aspect

The results of this study are expected to complement knowledge in the field of Entrepreneurship Dimensions, especially those related to packaging elements that can improve purchasing decisions. In addition, some of what was revealed in this study can be used as recommendations for further research.

2. Practical Aspect

The practical aspects in this study are as follows:

- a) For business people, this research is expected to be used as one of the information materials that can help and maximize the formulation of Tanigochi's Entrepreneurship Dimensions;
- b) It is hoped that the results of this research can add insight into knowledge about Entrepreneurship Dimensions, especially product

packaging, so that they can understand related theories, which the author has studied so far;

- c) For other researchers, it is hoped that this can be a reference for future researchers who also conduct research on identifying product packaging that can improve purchasing decisions.

## **1.6. Writing Systematic**

The systematics of writing this final project aims to provide an overview of the contents of the final project research. about the contents of the final project research. The writing systematics is divided into five chapters as follows:

- a) **CHAPTER 1: INTRODUCTION**

This chapter contains general, concise and concise explanations that accurately describe the contents of the research. The contents of this chapter include: General Description of the Research Object, Research Background, Problem Formulation, Research Objectives, Research Benefits, and Final Project Writing Systematics.

- b) **CHAPTER 2: LITERATURE REVIEW**

This chapter contains theory from general to specific, accompanied by previous research and continued with a research framework ending with a hypothesis if necessary.

- c) **CHAPTER 3: RESEARCH METHODOLOGY**

This chapter outlines the approaches, methods and techniques used to collect and analyse findings that can address research problems. This chapter includes descriptions of: Types of Research, Operationalization of Variables, Population and Sample, Data Collection, Validity and Reliability Testing, and Data Analysis Techniques.

- d) **CHAPTER IV: 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.

- e) **CHAPTER IV: CONCLUSIONS AND SUGGESTIONS**

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