

**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**

MINI THESIS

Submitted as part of the requirement to complete the Bachelor's Degree from the
International ICT Business Program Study

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**Telkom
University**

**INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
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