

Identification Of Business Model For 'Papaya Tanigochi' Indonesia Towards SDG 8 Target 8.3 At Telkom University (Study of Sustainable Business Model Canvas for Tanigochi)

Identifikasi Model Bisnis 'Papaya Tanigochi' Indonesia Menuju SDG 8 Target 8.3 Di Telkom University (Studi Kanvas Model Bisnis Berkelanjutan untuk Tanigochi)

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Abstract

Tanigochi is an Indonesian agricultural company that focuses on red Pomegranate papaya. It was founded in 2021 by two people who saw a problem with how farmers sold their produce. Farmers are often forced to sell their fruit and vegetables at low prices. The aims of this study: (1) What can be suggested for Tanigochi to develop its sustainable business model to achieve Telkom University's goal as an entrepreneurial university (2) What can be suggested for Tanigochi to develop its sustainable business model to achieve SDGs target 8.3 (entrepreneurship). The research method uses a qualitative approach. Collecting data using interviews, observation, and documentation. Data analysis technique with Triangulation. Based on the results of research and discussion, Tanigochi needs to refocus on the value proposition and channel elements of its Sustainability Business Model Canvas. This includes increasing the competence of HR employees in a cooperative environment, providing costs to increase HR competence, procuring applications that support HR competencies, executing new business ideas, implementing transparency throughout the cooperative business sector, and adding social media communications. These changes will help Tanigochi to achieve Telkom University's goal as an entrepreneurial university and support SDG Target 8.3 Entrepreneurship. This research suggests that Tanigochi should focus on increasing the competence of its human resources and implementing digital transformation to adapt to changes, especially those related to technology. Future research on Tanigochi's business strategy should focus on developing more detailed ideas for digitalization applications and using data analysis to avoid subjectivity.

Keywords-formulation, business strategy, entrepreneurship, SBMC, SDGs.

Abstrak

Tanigochi adalah perusahaan pertanian Indonesia yang berfokus pada pepaya Delima merah. Didirikan pada tahun 2021 oleh dua orang yang melihat masalah dengan cara petani menjual produk mereka. Petani sering kali dipaksa menjual buah dan sayuran mereka dengan harga sangat rendah. Tujuan penelitian ini: (1) Mengidentifikasi saran bagi Tanigochi untuk mengembangkan model bisnis yang berkelanjutan untuk mencapai tujuan Telkom University sebagai universitas wirausaha. (2) Mengidentifikasi saran bagi Tanigochi untuk mengembangkan model bisnis yang berkelanjutan untuk mencapai target SDGs 8.3 (kewirausahaan). Metode penelitian menggunakan pendekatan kualitatif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data dengan Triangulasi. Berdasarkan hasil penelitian dan diskusi, Tanigochi perlu memfokuskan kembali pada elemen proposisi nilai dan saluran dari Model Bisnis Keberlanjutan mereka. Ini termasuk meningkatkan kompetensi karyawan SDM dalam lingkungan yang kooperatif, menyediakan biaya untuk meningkatkan kompetensi SDM, memperoleh aplikasi yang mendukung kompetensi SDM, mengeksekusi ide bisnis baru, menerapkan transparansi di seluruh sektor bisnis kooperatif, dan menambahkan komunikasi media sosial. Perubahan ini akan membantu Tanigochi mencapai tujuan Telkom University sebagai universitas wirausaha dan mendukung Target SDGs 8.3 Kewirausahaan. Penelitian ini juga menyarankan bahwa Tanigochi harus fokus pada peningkatan kompetensi sumber daya manusianya dan mengimplementasikan transformasi digital untuk beradaptasi dengan perubahan, terutama yang terkait dengan teknologi. Penelitian lebih lanjut tentang strategi bisnis Tanigochi harus fokus pada pengembangan ide-ide digitalisasi yang lebih detail dan menggunakan analisis data untuk menghindari subjektivitas.

Kata kunci-perumusan, strategi bisnis, kewirausahaan, SBMC, SDGs.

I. INTRODUCTION

Tanigochi is one of many companies engaged in agriculture in Indonesia. Tanigochi focuses on the Delima red papaya fruit. The company was founded in 2021, so it is still relatively new. Tanigochi is in Nyomplong Girang, Cipatat, Kec. Capital, West Bandung Regency, West Java 40554, with a plantation area of 75 hectares. These areas include storage sheds, planting areas, livestock areas, and resting areas. Tanigochi was founded by two people who shared a passion for farming and animal husbandry. They wanted to channel their hobbies into something that would also help the farmers in their community. The two founders saw that there was a problem with the way that farmers were selling their products. Tanigochi also plays a role in the Independent Learning Campus (MBKM) program and WRAP Entrepreneurship. Tanigochi has two main goals. The first goal is to help farmers get a fair price for their produce. The second goal is to help Telkom University become an entrepreneurial university.

Tanigochi's work with farmers and students is aligned with the vision of Telkom University to become an entrepreneurial campus. An entrepreneurial campus is a university that encourages students to start their own businesses. Tanigochi has the potential to become a successful company. It has a strong social mission that aligns with the SDGs 17 program, and it offers products in high demand. Tanigochi, a social enterprise, aims to help farmers in the Cipatat area by providing them with a fair price for their produce. This aligns with the Sustainable Development Goals (SDGs), which are a set of global goals designed to achieve a more sustainable and equitable world. The Indonesian government has announced that the SDGs will be included in the Medium-Term Development Plan (RPJMN).

The National Development Planning Agency (BAPPENAS) will coordinate the implementation of the cross-sectoral Sustainable Development Goals (SDGs). The inclusion of the SDGs in the Medium-Term Development Plan (RPJMN) is also a response to the high unemployment rate in Indonesia. The Open Unemployment Rate (UUR), which measures the number of people who are unemployed and actively seeking work, was 5.86% in Indonesia in August 2022. The UUR in West Java was 8.35% in February 2022, and the UUR in Bandung City was 9.55% in 2023. The presence of Tanigochi, a social enterprise that provides fresh fruits to consumers, can help absorb unemployment in the city of Bandung, especially in the area around Cipatat and Telkom University graduates. Tanigochi works with local farmers to provide them with a fair price for their produce, and it also provides jobs to unemployed people in the area. This helps to create a more sustainable and equitable economy in Bandung. Tanigochi is a promising social enterprise with the potential to positively impact the lives of farmers and the environment. However, the company needs to develop a business model to achieve its full potential. To achieve this vision,

Tanigochi needs to have a sustainable business model. A sustainable business model is one that can be maintained over the long term without causing harm to the environment or society.

The author chose Tanigochi as the object of this research because it is a newer company with a less established business model. The author believes that by studying Tanigochi, they can identify areas where the company can improve its business model and become more sustainable. The author conducted a study entitled **"Identification of Sustainable Business Model for 'Papaya Tanigochi' Indonesia towards Sdg 8 Target 8.3 at Telkom University"**.

II. THEORETICAL BACKGROUND

A. Business Model

The business model is a method of how a company will generate revenue, identifying its product offering, value-added services, revenue sources, and target customers to sustain itself (Strauss & Raymond, 2013). In addition, according to (Rappa, 2009), a business model is a method used by a company to be able to run its business, which can make the company able to survive.

B. Sustainable Business Model

According to (Bocken, 2021) Sustainable business models consider the interests of all stakeholders, including the environment and society, in their financial planning. This differentiates them from traditional business models, which typically only consider the cost structure and revenue stream. Sustainable business models can help businesses to visualize what is important and to focus on areas that are critical to their long-term success. SBMs are "business models that incorporate pro-active multi-stakeholder management, the creation of monetary and non-monetary value for a broad range of stakeholders, and hold a long-term perspective" (Geissdoerfer, 2018). Sustainability is very important because achieving a certain level of welfare requires continuous effort on a balanced and proportional scale. This business model transition effort has its challenges for the company. This implies that changing organizational strategies (towards increased sustainability) means changing the entire family business operation and beliefs (Gunawan et al, 2022).

C. Entrepreneurship

According to O'Neil and D. Uchbasaran (2016) The word entrepreneur derives from the French words *entre*, meaning "between," and *prendre*, meaning "to take." The word "entrepreneur" was originally used to describe people who "undertook" or "took on" tasks, such as starting a new business. It was also used to describe people who "took on the risk" between buyers and sellers. Entrepreneurship can be interpreted as the process of identifying and exploiting opportunities to create value for buyers and sellers. While according to Thomas W. Zimmerer (2008), entrepreneurship is the application

of creativity and innovation to solve problems and efforts to take advantage of the opportunities that people face every day. According to this source, the ability to create something new and different through creative and innovative thoughts can benefit many people. Entrepreneurship is a practical process and a series of decision-making activities to produce breakthroughs, so action from key players is needed in a dynamic process to create new businesses. (Nugroho, 2017). However, the origins of the word can be traced back to 19th Century France with the word “*entreprendre*” meaning to undertake, usually task (Lubis, 2019).

D. Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are 17 interconnected goals adopted by the United Nations in 2015. They aim to achieve a more sustainable and equitable world by 2030. The goals cover a wide range of issues, including poverty, hunger, health, education, climate change, and inequality. The Sustainable Development Goals (SDGs) are a set of 17 interconnected goals adopted by the United Nations in 2015. They aim to achieve a more sustainable and equitable world by 2030. The goals cover a wide range of issues, including poverty, hunger, health, education, climate change, and inequality. They also aim to protect the environment and address climate change. The decree also gives a clear role to non-governmental actors, and this is particularly important since Indonesia is one of the world's best examples of civil society, the private sector, philanthropy, and academic institutions actively embracing the SDGs (Lubis, 2019). Although the focus of the firm's business practice is eco-friendliness, it is fundamentally driven by intentions to provide a better livelihood for people in the future (Gunawan & van Riel, 2021).

E. Theoretical Framework

According to Adom et al. (2018), a conceptual framework is a structure in which the researcher believes can best explain the natural progress of the phenomenon to be studied. Adom et al (2018) said that conceptual frameworks can be graphical or in a narrative form showing the key variables or constructs to be studied and the presumed relationships between them. Based on the research background in this study and the research question the author described the conceptual frameworks below:

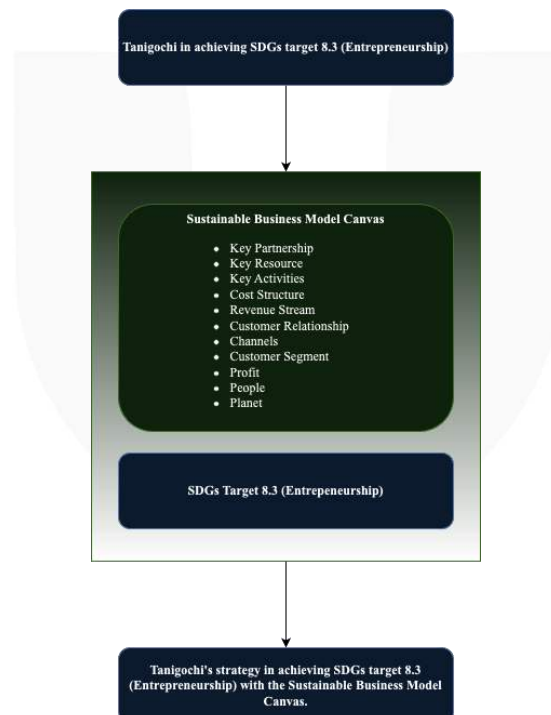


Figure 1 Theoretical Framework

III. RESEARCH METHODOLOGY

This research is study case of qualitative research with in-depth interviews as the main data collection method. Qualitative methods are often called naturalistic research methods because the research is carried out under natural conditions... (Sugiyono, 2018) Qualitative methods prioritize observation of phenomena and examine more into the substance of the meaning of these phenomena. This research focuses on obtaining real meaning and gaining insight into problems and research questions (Christina Quinlan, 2015) According to (Sugiyono, 2018) The qualitative research method is a research method based on the philosophy of post-positivism, used to research on natural object conditions, where the researcher is a key instrument, data collection techniques are carried out in triangulation, data analysis is inductive/qualitative in nature, and qualitative research results place more emphasis on meaning from generalizations.

The researchers take a qualitative approach. As previously said, qualitative data analysis is an ongoing, repetitive, and continuous endeavor to delve as deeply as possible into the data from the respondents. Researchers collect data from several sources, such as interviews, observations, documentation, and audiovisual material, rather than depending on just one (Creswell, 2014) Researchers convert field notes, interview findings, chats, images, recordings, and memoranda into a format that may be presented. Researchers use research strategies by implementing interviews with (1) Active students/lecturers, (2) Have studied or understood courses relating to business sustainability, (3) Own a firm or have it in the business. Researchers are trying to dig up information about the proposed sustainable business model for Tanigochi through selected informants. This research uses deductive data analysis, by looking back at the data from the themes to determine whether more evidence can support each theme and whether it is necessary to incorporate additional information (Creswell, 2014). The researcher employs a case study research technique, attempting to produce an in-depth examination of a case, program, event, activity, or process from the respondents. Researchers in their research based on engagement are moderate, in the sense that researcher's study by going straight to the field.

The research object is the experience of students and lecturers at the Faculty of Economics and Business, Telkom University, in implementing sustainable business models that focus on balancing profit, people, and the planet. The research also aims to strengthen the aspects of value proposition, value creation, and value capture for Tanigochi to sustain in the long term.

IV. RESULT AND DISCUSSION

Primary data was collected through interviews and direct observation. Four informants were interviewed, including four active students and one lecturer from the Faculty of Economics and Business at Telkom University. The informants were selected based on the following criteria: they are students/lecturers at the Faculty of Economics and Business at Telkom University who understand and use the concept of a sustainable business model. Here are the stages:

- A. The first stage carried out in this research was to look for journals, namely international journals, and national journals. Several journals approach the topic that researchers will discuss entrepreneurship and sustainable business models.
- B. The second stage occurs once the journal is chosen when the researcher begins to hunt for phenomena linked to the theme to be explored, namely the sustainable business model and the study object at Tanigochi. Exploring facts about Tanigochi as well as the present business model to complete the broad description of the target of inquiry.
- C. In the third step, the researcher makes a hypothesis related to the research. At this point, the researcher looks for references to the literature table from previous sources related to the topic.
- D. The fourth step is to ask questions to interview sources. At this stage, the researcher used the interview stage with the resource person to complete the research using sources such as notes and video conferencing applications. In-depth interviews were used to collect data, enabling more reliable results.
- E. The fifth stage is the study of the results of interviews with informants. The researcher made an analysis table from one of the entrepreneurship subject lecturer informants.
- F. The last stage is to conclude the data that has been evaluated. The results of the interviews lead to conclusions and suggestions for resource persons.

A. Proposed Sustainable Business Model Canvas

The following are 11 indicators of the Sustainable Business Model Canvas that were proposed for Tanigochi in the interview excerpt:

Sustainable Business Model Canvas For Tanigochi.					
Key Stakeholder	Key Activities	Key Resources and Capabilities	Cost Structure	Revenue Stream	Customer Relationship
1. Employee 2. Investor 3. Suppliers 4. Competitors	1. Run Production 2. Forecasting sales 3. Plan for Promotions 4. Creating and managing social media	Having adequate and competent resources (Physical, intellectual, human and financial) will support all business processes.	The costs that will be issued are operational costs, capital costs, facilities and infrastructure costs.	Businesses that can be used as a source of income for Tanigochi are selling fruit, selling vegetables, selling manure, and selling superior seeds.	1. Create a membership program 2. Create thanks card in every product. 3. Provide attractive promo for consumer. 4. Receive complaints from consumer.
Channels	Customer Segmentation	Profit	People	Planet	
1. Social media 2. WhatsApp 3. Direct selling 4. T mart	1. teens to the elderly. 2. upper middle social class. 3. Care for Health. 4. located in West Java, in Bandung, to be precise.	1. Easy to reach 2. Provide good quality product	1. Give more jobs and opportunities for Telkom University Student. 2. Absorb local people to work.	1. Environmentally friendly 2. Reprocess the waste 3. Planting Plants.	

Figure 4. 1 Purposed Sustainable Business Model Canvas for Tanigochi.

V. CONCLUSION AND SUGGESTION

A. Conclusion

This chapter summarizes the findings of the research and answers the questions posed in the first chapter about the sustainable business model for Tanigochi. Based on the informant's answer and based on the research result in the author concludes that;

- The author concludes that Tanigochi can develop its sustainable business model to match Telkom University's goal as an entrepreneurial university. For Tanigochi, as a business that focuses on agriculture, it would be great for Telkom University students to learn how the business works. There are many points that Telkom University students can learn, such as:
 - Value creation: Students can learn about business development, the process of building brand awareness, and making promotions. As students are usually not allowed to work officially, Tanigochi can start an internship program that will help them get feedback from students and both parties can benefit from developing Tanigochi.
 - Value proposition: The business can help students learn about the benefits for people and the environment as part of the company's CSR.
 - Value capture: Tanigochi can teach students how to start a business by learning about cost structures and how revenue works at a company.
 - Value delivery: Students can also learn about the real-time market by working at Tanigochi.

In conclusion, Tanigochi can develop its sustainable business model by collaborating with Telkom University students. This will help Tanigochi to grow and become more sustainable, while also providing students with valuable learning opportunities.
- The author concludes that Tanigochi can develop its sustainable business model to match with SDG target 8.3 (entrepreneurship). First, Tanigochi's value creation supports local economic growth. The business is willing to hire local employees, which aligns with the SDG goal of providing development and supporting productive activities for local people as employees. This means that Tanigochi supports SDG goal 8.3. According to the informant, Tanigochi has already created jobs for local people in the area where it operates. The business has also helped to improve the skills and knowledge of these employees, which has made them more productive. This has led to increased economic activity in the area, which is beneficial for everyone. In addition, Tanigochi's business model is based on sustainable practices. This means that the business is not only creating jobs but also helping to protect the environment. This is another way that Tanigochi is supporting SDG goal 8.3. Overall, Tanigochi is a good example of a business that is aligned with the SDGs. The business is creating jobs, supporting local economic growth, and protecting the environment. This is a model that other businesses can follow to help achieve the SDGs.

B. Suggestion

Based on the results of the conclusions above, it is necessary to convey suggestions, including:

1. To Tanigochi

Tanigochi business must involve experts or professionals in running the business. Here are some of the reasons why:

- Experts and professionals have the knowledge and experience necessary to run a successful business. They know the industry, the market, and the competition. They also have the skills to manage people, finances, and

operations.

- b. Involving experts and professionals can help Tanigochi to avoid costly mistakes. These professionals can provide guidance and advice on important decisions. They can also help to identify and mitigate risks.
- c. Experts and professionals can help Tanigochi to grow and expand. They can bring new ideas and perspectives to the table. They can also help to connect Tanigochi with new partners and customers.

2. For further research

Future researchers who will research related to superior strategies, they can focus more on preparing for digitalization in Tanigochi so that they can generate more detailed ideas for developing digitalization applications. In addition, it is expected to use applications in data analysis to avoid subjectivity. Here are some specific suggestions for future researchers:

- a. Focus on preparing for digitalization in Tanigochi. This means understanding the current state of digitalization in the company and identifying areas where it could be improved. Researchers could also look at how other businesses have successfully implemented digitalization.
- b. Generate more detailed ideas for developing digitalization applications. This could involve brainstorming new ideas or adapting existing ideas to the specific needs of Tanigochi. Researchers could also use modeling or simulation tools to test the feasibility of their ideas.
- c. Use applications in data analysis to avoid subjectivity. This means using data to objectively measure the impact of different strategies. Researchers could use statistical analysis or machine learning techniques to analyze data.

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