

Identification Of Market Segmentation For “Papaya“ Tanigochi At Telkom University (A Study Of Market Segmentation For “Papaya” Tanigochi Within Scope Of Telkom University)

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Abstrak

Tujuan dari makalah penelitian ini adalah untuk melakukan analisis komprehensif terhadap segmentasi pasar guna mengidentifikasi kriteria pasar yang paling sesuai bagi Tanigochi Indonesia. Dengan memilih segmen pasar yang tepat, Tanigochi dapat mengembangkan dan menyesuaikan produknya secara efektif untuk memenuhi kebutuhan dan preferensi khusus dari konsumen targetnya. Segmentasi pasar memainkan peran penting dalam membangun merek, karena melibatkan proses identifikasi dan pembagian target pasar berdasarkan berbagai karakteristik konsumen, termasuk demografi, perilaku, motivasi, dan minat. Metodologi penelitian yang digunakan dalam studi ini adalah penelitian kualitatif, khususnya menggunakan data primer yang dikumpulkan melalui wawancara. Dengan melakukan wawancara dengan calon pelanggan dan mempelajari preferensi serta perilaku pembelian mereka, wawasan berharga dapat diperoleh untuk menginformasikan strategi segmentasi pasar Tanigochi. Pendekatan kualitatif ini memungkinkan pemahaman yang lebih mendalam terhadap kebutuhan konsumen, memungkinkan Tanigochi untuk membuat keputusan yang terinformasi mengenai target pasar dan pengembangan produknya.

Kata Kunci-segmentasi pasar, Tanigochi Indonesia.

Abstract

The objective of this research paper is to conduct a comprehensive analysis of market segmentation to identify the most suitable market criteria for Tanigochi Indonesia. By selecting the right market segment, Tanigochi can develop and tailor its products effectively to meet the specific needs and preferences of its target consumers. Market segmentation plays a crucial role in brand building, involving the process of identifying and dividing the target market based on various consumer characteristics, including demographics, behaviors, motivations, and interests. The research methodology employed in this study is qualitative research, particularly using primary data collected through interviews. By engaging with potential customers and studying their preferences and buying behaviors, valuable insights can be gained to inform Tanigochi's market segmentation strategy. This qualitative approach allows for a deeper understanding of consumer needs, enabling Tanigochi to make informed decisions regarding its target market and product development. The anticipated outcomes of this research are twofold. Firstly, its aim is to provide Tanigochi with a comprehensive overview of the most suitable market segments to enter. By analyzing consumer characteristics and preferences, the research findings will guide Tanigochi in identifying the target market where its products are most likely to thrive. This knowledge will empower Tanigochi to align its offerings effectively with the specific needs and preferences of its target consumers.

Keywords-market segmentation, Tanigochi Indonesia

I. INTRODUCTION

The 2022 papaya business opportunity holds tremendous potential. According to data provided by the Central Bureau of Statistics, papaya production has witnessed consistent growth during the period of 2019-2021. Notably, the production volume increased from 986,991 tonnes in 2019 to 1,016,388 tonnes in 2020, and further rose to 1,222,046 tonnes in 2021 (trubus, 2021). In light of this promising trend, the focus of this research centers around Tanigochi Indonesia, a company established in March 2022. Tanigochi's founders have engaged in a collaborative effort with landowners in the Purwakarta area, pooling their resources to maximize the utilization of available land. Subsequently, the founders secured a two-year land contract spanning two hectares. After conducting several fruit planting trials, papaya emerged as the most suitable crop for their operations.

Tanigochi specializes in the cultivation of premium-quality papaya fruit. Not only is papaya delicious, but it also offers numerous health benefits. Rich in essential nutrients, such as B vitamins and folate, papaya serves as a valuable source of nourishment. Additionally, this fruit boasts minerals like calcium and phosphorus, which contribute to the

overall well-being of the body. Furthermore, papaya aids in digestion, thanks to the presence of papain enzyme. This enzyme assists in breaking down proteins and effectively addresses digestive issues, promoting a healthy gastrointestinal system.

Tanigochi Indonesia is situated in the picturesque region of Cipatat, Purwakarta, in West Java, Indonesia. Nestled upon elevated terrain, Tanigochi benefits from the presence of fertile soil, which contributes significantly to its agricultural success. Fertile soil plays a vital role in enhancing agricultural productivity through various mechanisms. Firstly, it provides an abundant supply of essential nutrients required by plants, ensuring their healthy growth and development. Moreover, fertile soil offers a well-structured foundation for optimal plant growth, allowing roots to penetrate and absorb nutrients efficiently. Additionally, this fertile soil helps maintain water quality, ensuring plants receive an adequate water supply for their growth and vitality. Ultimately, the presence of fertile soil enables Tanigochi to produce high-quality fruits, positioning them as a prominent source of exceptional fruit offerings in the region.

Tanigochi is currently facing a crucial challenge in determining its market segmentation for selling its products. The owner finds themselves in a state of confusion, unsure of which specific market segment Tanigochi should target. Consequently, this thesis aims to assist Tanigochi in identifying the most suitable market segmentation, thereby enabling the company to enhance its product innovation capabilities. The importance of understanding and defining the market segmentation lies in avoiding inefficiency in marketing strategies. Without a clear understanding of the target market, Tanigochi may end up allocating resources towards ineffective marketing efforts that fail to resonate with the intended audience, resulting in a low return on investment. Moreover, without a well-defined market segmentation, Tanigochi may struggle to comprehend the needs and preferences of its target audience. This lack of understanding can lead to a limited range of products that fail to cater to the diverse demands of the market. In turn, this hampers the company's ability to fully capitalize on market opportunities and maximize its product offerings. Additionally, a deep understanding of the market segmentation is crucial for fostering innovation within Tanigochi. Without such insight, the company may struggle to identify emerging trends and opportunities for new product development. This puts Tanigochi at risk of falling behind competitors and inhibits its ability to drive market growth through innovative offerings. By undertaking this thesis, Tanigochi will gain valuable insights into selecting the appropriate market segmentation. This knowledge will serve as a foundation for formulating effective marketing strategies, expanding the range of products offered, and fostering innovation. Ultimately, this research will play a pivotal role in positioning Tanigochi for success by aligning its products with the needs and preferences of its target audience and enabling the company to remain competitive and thrive in the market.

II. THEORETICAL BACKGROUND

This chapter presents the theoretical framework for the study on the identification of market segmentation for “papaya” tanigochi at international class telkom university (a study of market segmentation for “papaya” tanigochi within scope of international class telkom university).

A. Market Segmentation for "Papaya" Tanigochi

Tanigochi currently grapples with a critical challenge as it strives to determine the ideal market segment for its product sales. The owner is currently in a state of uncertainty, lacking a clear direction regarding which specific market segment Tanigochi should focus on. Consequently, this thesis aims to provide assistance to Tanigochi in the process of identifying the most suitable market segmentation, thereby enabling the company to enhance its capacity for product innovation. The significance of comprehending and defining the market segmentation lies in the prevention of inefficiencies in marketing strategies. Without a clear understanding of the target market, Tanigochi might allocate resources towards ineffective marketing efforts that do not resonate with the intended audience, ultimately resulting in a diminished return on investment.

B. Definition of Market Segmentation

Market segmentation is the process of dividing a heterogeneous market into distinct groups of consumers with similar characteristics, needs, and preferences (Kotler et al., 2009). This dimension will explore the market segmentation for "Papaya" Tanigochi, a product offered by the International Class Faculty of Economic and Business at Telkom University.

C. Demographic Segmentation

Demographic segmentation involves dividing the market based on demographic variables such as age, gender, income, and education level. This dimension will analyze the demographic characteristics of the target market for "Papaya" Tanigochi.

D. Psychographic Segmentation

Psychographic segmentation focuses on dividing the market based on consumers' lifestyles, values, attitudes, and interests. This dimension will explore the psychographic characteristics of the target market for "Papaya" Tanigochi.

E. Behavioral Segmentation

Behavioral segmentation divides the market based on consumers' behaviors, including their purchasing patterns, product usage, and brand loyalty. This dimension will examine the behavioral characteristics of the target market for "Papaya" Tanigochi

F. Framework

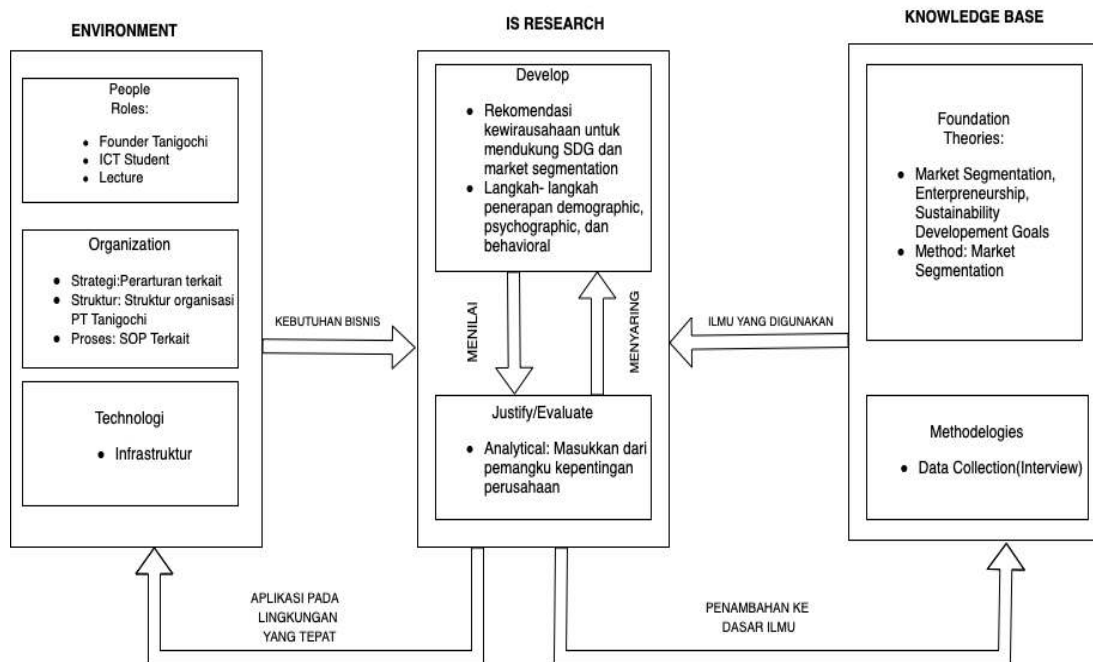


Figure 2 1 Framework of Problem Solving

This research employs a qualitative method. The collected data are the outcomes of observations and interviews. This methodology is then aligned with the framework of Market Segmentation, comprising the stages of research planning, data collection, and data analysis, which are subsequently implemented. The initial step undertaken in this study is research planning, such as identifying the existing issues, conducting environmental observations, and interviewing employees within Tanigochi Company. These observations are conducted to identify the required data for this research. After completing the observations, literature review is conducted to formulate the steps that will be utilized in the objective of identifying levels. Following the research planning, the subsequent stage involves gathering the necessary data for market segmentation identification within Tanigochi Company. After data collection, the next stage involves analysis and formulation of recommendations for Tanigochi Company.

III. RESEARCH METHODOLOGY

Qualitative and quantitative are usually understood as antonyms. The resulting polar concepts may be viewed as a continuum (a matter of degrees) or as a set of crisp concepts (with clear-cut boundaries). In either case, the two terms are defined in opposition to each other. Let us consider some of the attributes commonly associated with these contrasting approaches. Qualitative work is expressed in natural language, whereas quantitative work is expressed in numbers and in statistical models. Qualitative work employs small samples, whereas quantitative work is based on large-N analysis. Qualitative work draws on cases chosen in an opportunistic or purposive fashion, whereas quantitative work employs systematic (random) sampling. Qualitative work is often focused on particular individuals, events, and contexts, lending itself to an idiographic style of analysis. Quantitative work is more likely to be focused on features that (in the researcher's view) can be generalized across a larger population, lending itself to a nomothetic style of analysis (Gerring, 2017). The type of research that I use in this research is qualitative research which according to McCusker & Gunaydin (2015) qualitative methods are used to answer questions about "what", "how", or "why" of a phenomenon. I use the data obtained in the form of interview results with 10 participants. The data will be processed by categorizing data, showing the data and making conclusions from the data. My purpose in choosing this type of research is to know the market segmentation of Tanigochi Indonesia. Descriptive qualitative research method involves the studied use and collection of a variety of empirical materials: case study, personal experience, introspective, lifestory, interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives. (Denzin and Lincoln 2005:2). In addition, qualitative research methods can be interpreted as research methods, used for research on certain populations or samples carried out by categorizing techniques, data analysis is qualitative with the purpose of testing the hypothesis. In this regard, the alternative that is considered appropriate to carry out this research is to use

qualitative research methods, because this research has the following characteristics:

- A. Researchers treat data as something that is intrinsically meaningful. This means that data is soft, imperfect, immaterial and sometimes blurry, so it is impossible to reveal everything. What is noteworthy is that it must still be empirical. What the researchers did in this study was to try as much as possible to disclose and analyze data about market segmentation from Tanigochi based on the understanding, meaning and experience of the respondents when they had positions and functions, tasks and authority in terms of seeking market segmentation for Tanigochi.
- B. Researchers use interpretive and critical approaches. This means that researchers must focus on the substance and essence of research, namely: subjective meaning, definition and description of specific cases. In this case, the researcher tries to explore and elaborate on the experiences and subjective meanings of the respondents.
- C. Researchers use research steps that are non-linear. This means that the steps for this research are flexible, you can return to the initial steps if you feel it is necessary or go straight to a more advanced stage if you have enough. This is reflected in the research steps that are applied by repeatedly verifying between data collection, processing of field results, data analysis, documentation studies, field observations again to collect data and process or re-analyze data, especially those related to in-depth expressions. from respondents about their experiences and understanding of Tanigochi market segmentation.
- D. The researcher tries to see reality from the perspective of the respondents' experience and interpretation, so that this reality cannot be separated from experience and cannot be measured from outside the respondent. So it is important for researchers to realize that in the process of this research, researchers must respect the values of respondents, biases that may exist and their position in relation to the research context.
- E. The researcher does not intend to make a claim that the respondents to this study will be representative of the entire population (ie all tanigochi consumers). Researchers are of the view that reality can never be fully understood, it can only be approximated.
- F. There is interaction between researchers and respondents so that it will reduce type-III errors (asking the wrong question) and type-IV errors (solving the wrong problem).

IV. RESULTS AND DISCUSSION

The results suggest that Tanigochi has the potential to capture a significant market share by targeting specific customer segments. One key segment is students, who can be attracted through a focus on quality and hygiene, leveraging online communication channels, and strategic product placement in locations they frequently visit. Another valuable segment is health-conscious individuals, who can be targeted by emphasizing product freshness, nutritional value, and establishing a strong online presence. Tanigochi can leverage positive reviews and recommendations to build trust and attract customers within this segment. Additionally, the current location at Telkom Mart seems to align well with the preferences of the target demographic, providing an opportunity for increased visibility and accessibility.

To maximize its market potential, Tanigochi should consider leveraging the large population in Indonesia and targeting grocery stores and supermarkets. These locations serve as high-traffic areas where potential customers can easily access Tanigochi products. Addressing seasonality challenges is also important, ensuring a consistent supply of products throughout the year to meet customer demands. Moreover, high-quality packaging is crucial to maintain the freshness and appeal of Tanigochi's products, and competitive pricing can help position the brand effectively within the market. By optimizing the placement of their products in convenient locations and considering the preferences and habits of their target customers, Tanigochi can enhance its market penetration and capture a larger market share.

In conclusion, Tanigochi should adopt a multi-faceted approach to target a wide range of customers while emphasizing the freshness and quality of its products. By focusing on health-conscious individuals, Tanigochi can position itself as a provider of nutritious and high-quality options. Leveraging digital marketing strategies will be crucial for reaching and engaging with customers effectively. Additionally, considering pricing strategies that align with customer preferences and perceptions of value can contribute to the success of Tanigochi. Lastly, the strategic placement of Tanigochi in locations frequented by its target market, such as university campuses and grocery stores, can enhance accessibility and attract a diverse customer base. By incorporating these strategies, Tanigochi can establish a strong presence in the market and achieve sustainable growth.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research results, we would like to provide some strategic conclusions for Tanigochi to achieve success in market penetration. To support SGD Target 8.3 at Telkom University, specifically within the scope of the International Faculty of Economics and Business, Tanigochi can identify its market segmentation by considering the following factors:

1. Student Demographics: Understanding the specific characteristics of students within the International Faculty of Economics and Business, such as their age, interests, and preferences, can help Tanigochi tailor its offerings to meet their needs. Conducting surveys or interviews among the students can provide valuable insights into their dietary preferences, health concerns, and purchasing habits.

2. Health and Wellness Focus: Given the emphasis on Sustainable Development Goal 8.3, Tanigochi can position itself as a brand that promotes healthy and sustainable food choices. By offering a range of fresh, nutritious, and responsibly sourced products, Tanigochi can appeal to health-conscious students who prioritize their well-being and are interested in supporting sustainable practices.
3. Online Communication Channels: Utilizing online communication channels such as social media platforms, email marketing, and a well-designed website can help Tanigochi effectively reach and engage with the target audience. By sharing information about their products' quality, nutritional value, and sustainable sourcing, Tanigochi can create awareness and build a positive brand image among the students.
4. Strategic Placement: Tanigochi can strategically place its products in locations within the Telkom University campus that are frequented by the International Faculty of Economics and Business students. This can include setting up kiosks or establishing partnerships with existing campus cafes or canteens. The aim is to make Tanigochi easily accessible to the target audience, increasing the likelihood of their engagement and purchase.

Focusing on the market segment of "International Faculty of Economics and Business Students who Care about Health and Well-being," the key characteristics of this segment include an interest in healthy food, well-being, and support for sustainable practices. Therefore, this is an appropriate market segmentation category for Tanigochi to define its market segments.

By incorporating these market segmentation strategies, Tanigochi can effectively support SGD Target 8.3 at Telkom University's International Faculty of Economics and Business by providing students with healthy, sustainable food options and promoting awareness about the importance of sustainable consumption and production practices.

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