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Feasibility Analysis and Development Strategies of the Green Marketing-Based Halal Batik Industry through an Islamic Cooperative: A Case Study of Anugrah Batik Multipurpose Cooperative (KSU Anugrah Batik Ciwaringin

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Abstract
The growth of the halal industry and increasing public awareness of environmentally friendly products have created significant opportunities for the development of batik businesses based on green marketing principles. Koperasi Serba Usaha (KSU) Anugrah Batik Ciwaringin is one of the cooperatives that actively supports the development of the batik industry through the use of natural dyes as a form of sustainable production and environmental conservation. This study aims to analyze the business feasibility of the halal batik industry based on green marketing, examine the role of Islamic cooperatives in business development, and evaluate their contribution to the economic growth of Muslim countries. This research employs a qualitative method with a case study approach. Data were collected through interviews, documentation, and literature studies related to the halal industry, Islamic cooperatives, and business feasibility studies. The findings indicate that the halal batik industry at KSU Anugrah Batik Ciwaringin has strong development prospects based on market, marketing, technical, managerial, and environmental aspects. The implementation of green marketing is reflected in the use of natural dyes with minimal waste, educational programs for artisans, and the promotion of environmentally friendly products through various digital platforms. The cooperative plays a significant role as an educator, facilitator, and marketing intermediary for artisans, thereby enhancing business competitiveness. Furthermore, the existence of a green marketing-based halal batik industry contributes to community economic empowerment, job creation, and the strengthening of the halal industry ecosystem, which supports the economic growth of Muslim countries. This study demonstrates that the synergy between Islamic cooperatives, the halal industry, and green marketing strategies can serve as a sustainable business development model that integrates economic, social, and environmental objectives.

Keywords: *Business Feasibility Study, Halal Industry, Green Marketing, Islamic Cooperative, Ciwaringin Batik.*
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INTRODUCTION

The development of the Islamic economy and the halal industry has become one of the important pillars in promoting economic growth in various Muslim countries, including Indonesia. The halal industry is no longer limited to the food and beverage sector but has expanded into fashion, cosmetics, pharmaceuticals, tourism, and creative industries. As the country with the largest Muslim population in the world, Indonesia has significant potential to develop the halal industry as a new source of economic growth. The Ministry of Industry stated that the halal value chain sector showed positive growth in 2024, particularly in the halal food and modest fashion sectors, which have become the main drivers of the national halal economy. This condition indicates that the development of halal products has promising prospects for increasing business competitiveness while strengthening the economy of Muslim countries (Lestari et al., 2026).

As public awareness of environmental issues continues to increase, the concept of green marketing has become one of the strategies widely adopted by businesses to create added value for their products. Green marketing is a marketing approach that emphasizes environmental sustainability through the use of eco-friendly raw materials, waste-minimizing production processes, and marketing communications that highlight ecological values. In the context of the batik industry, the use of natural dyes represents a form of green marketing implementation, as it helps reduce environmental pollution commonly caused by synthetic dyes. Research has shown that the implementation of green marketing in the batik industry can enhance business sustainability and create a sustainable competitive advantage.(Mekaniwati et al., 2025).

The batik industry is one of the creative economy subsectors that possesses significant cultural, economic, and social value. The recognition of batik as a world cultural heritage by UNESCO has further strengthened the position of Indonesian batik in both domestic and international markets. However, the use of synthetic dyes in the batik production process continues to create various environmental problems due to the waste generated. Therefore, the adoption of environmentally friendly production practices, such as the use of natural dyes, has become an important alternative to support environmental sustainability while maintaining the quality and competitiveness of batik products (Pola et al., 2018), The development of batik based on natural dyes has become a solution that not only supports environmental conservation but also increases the market value of the product. Studies on naturally dyed batik indicate that the use of natural materials can support the implementation of a green economy while simultaneously enhancing consumer interest in environmentally friendly products (Jabar et al., 2024).

One example of the implementation of an environmentally sustainable batik industry can be observed in the Anugrah Batik Multipurpose Cooperative (Koperasi Serba Usaha/KSU Anugrah Batik Ciwaringin) located in Cirebon Regency, Indonesia. Based on interviews conducted with the cooperative's management, KSU Anugrah Batik has consistently developed batik products using natural dyes derived from various plant-based materials, including tree bark, leaves, and other natural resources. The cooperative serves not only as an economic institution but also as an educational facilitator by providing training programs for artisans on natural dyeing techniques, production processes, and product marketing strategies. Through these mentoring and capacity-building activities, the cooperative seeks to enhance members' awareness of the importance of environmentally friendly production practices while simultaneously improving the quality of batik products. In addition to promoting sustainable

production, KSU Anugrah Batik plays a significant role in supporting the marketing activities of its members. Interview findings indicate that the cooperative assists artisans who have limited marketing capabilities by providing sales and promotional facilities through various digital platforms, such as Facebook, WhatsApp, Instagram, and TikTok. This strategy reflects the implementation of green marketing practices that emphasize not only environmental sustainability but also the creation of economic value through the utilization of digital technology to expand market reach. Furthermore, this condition demonstrates that cooperatives have a strategic role in enhancing the competitiveness of batik micro, small, and medium enterprises (MSMEs) in the digital economy era. By integrating environmentally friendly production methods with digital marketing strategies, cooperatives can contribute to sustainable business development while strengthening the market position of local batik products (Science, 2021).

From a business feasibility perspective, the halal batik industry based on green marketing has considerable potential for growth and development. Naturally dyed batik products offer strong differentiation compared to conventional batik products by emphasizing quality, sustainability, and local cultural values. Although the production process requires more time and incurs relatively higher costs than synthetic-dyed batik, the added value generated enhances the product's attractiveness in a market that is increasingly concerned with environmental issues. Therefore, a comprehensive feasibility analysis covering market, marketing, technical, managerial, and environmental aspects is required to assess the prospects for business development. Such an analysis is essential to determine whether the industry can achieve sustainable growth while maintaining its competitive advantage in both domestic and international markets. From the perspective of the economies of Muslim countries, the development of a halal batik industry based on green marketing through Islamic cooperatives is not solely oriented toward economic profit but also supports the principles of sustainability, justice, and public welfare, which constitute the fundamental values of Islamic economics. The synergy between the halal industry, Islamic cooperatives, and green marketing has the potential to create a business model that can improve community welfare, generate employment opportunities, strengthen the competitiveness of micro, small, and medium enterprises (MSMEs), and support sustainable economic growth. Therefore, this study is important to conduct in order to analyze the feasibility and development strategies of the green marketing-based halal batik industry through Islamic cooperatives in supporting the economic growth of Muslim countries, using the Anugrah Batik Multipurpose Cooperative (KSU Anugrah Batik Ciwaringin) as a case study.

RESEARCH METHODOLOGY

This study employed a qualitative research method with a case study approach. The qualitative approach was selected because the study aims to gain an in-depth understanding of the phenomenon of developing a green marketing-based halal batik industry through an Islamic cooperative at KSU Anugrah Batik Ciwaringin. Through this approach, the researcher was able to obtain a comprehensive understanding of business conditions, the role of the cooperative, the implementation of green marketing practices, and their contribution to community economic growth and the economies of Muslim countries. The research was conducted at the Anugrah Batik Multipurpose Cooperative (Koperasi Serba Usaha/KSU Anugrah Batik Ciwaringin),

located in Cirebon Regency, West Java, Indonesia. The research site was selected purposively because the cooperative possesses characteristics that align with the focus of this study, namely the development of a batik industry utilizing environmentally friendly natural dyes and the implementation of member empowerment through a cooperative system. The data sources consisted of both primary and secondary data. Primary data were obtained through interviews with cooperative managers and individuals involved in batik business activities at KSU Anugrah Batik Ciwaringin. Secondary data were collected from various references related to business feasibility studies, the halal industry, Islamic cooperatives, and the economies of Muslim countries. Data collection techniques included interviews, documentation, and literature review. Interviews were conducted to obtain direct information regarding business activities, cooperative management systems, marketing strategies, and the application of natural dyes in the batik production process. Documentation involved collecting various records and documents relevant to the research. The literature review was conducted to strengthen the theoretical foundation of the study and to compare the findings with those of previous research.

RESULTS AND DISCUSSION

This section answers the research questions by presenting the results of TCFD coding for each bank, grouped by jurisdiction, followed by a cross-country synthesis that links the findings to the latest literature.

A. Overview of KSU Anugrah Batik Ciwaringin

The Anugrah Batik Multipurpose Cooperative (Koperasi Serba Usaha/KSU Anugrah Batik Ciwaringin) is one of the cooperatives that plays a significant role in supporting the development of the batik industry in Ciwaringin Village, Cirebon Regency, Indonesia. The cooperative functions not only as an economic institution but also as a community empowerment organization that focuses on the development of environmentally friendly batik through the use of natural dyes. Based on interviews conducted with the cooperative management, educational activities for batik artisans are carried out continuously through training programs covering the production of natural dyes, dyeing techniques, and product marketing strategies. These activities aim to improve product quality while strengthening members' awareness of the importance of environmental conservation. Through such initiatives, the cooperative encourages artisans to adopt sustainable production practices that align with the principles of green industry development. In addition to providing education and training, the cooperative also plays an important role in facilitating the marketing of members' products. Artisans who are unable to market their products independently are provided with assistance and market access through the cooperative. Consequently, the cooperative serves as an intermediary that connects artisans with consumers and helps increase members' income. This role demonstrates the cooperative's contribution to strengthening the economic capacity of local communities while supporting the sustainability of the batik industry.

B. Business Feasibility Analysis of the Halal Batik Industry

A business feasibility study is an analytical process conducted to determine whether a business is viable to operate and develop based on various factors affecting its sustainability. In this study, the feasibility analysis was conducted on the green marketing-based halal batik industry managed by KSU Anugrah Batik Ciwaringin. The assessment focused on market, marketing, technical, managerial, and environmental aspects. This analysis is important

because the batik industry currently faces increasingly intense competition, requiring business actors to implement strategies capable of creating competitive advantages while maintaining business sustainability. Furthermore, growing public awareness of halal and environmentally friendly products presents a significant opportunity for batik producers to increase the added value of their products. The integration of halal values with green marketing practices provides a unique market position for naturally dyed batik products. Consumers are increasingly concerned not only with product quality but also with the environmental and ethical aspects of production. Therefore, the adoption of environmentally friendly production processes and sustainable marketing strategies can enhance the competitiveness of halal batik products in both domestic and international markets (Devi, n.d.).

1. Market Aspect

From the market perspective, the green marketing-based halal batik industry using natural dyes has considerable potential for growth and development. Today, consumers not only consider product quality but also pay attention to the social and environmental impacts of the production process. This phenomenon has led to an increasing demand for sustainably produced products. Batik products that utilize natural dyes possess a competitive advantage because they are perceived as being safer for both the environment and human health compared to batik produced with synthetic dyes. Furthermore, the presence of halal attributes and environmentally friendly values can enhance consumer trust in the products offered. As consumer awareness regarding sustainability and ethical consumption continues to increase, the demand for environmentally friendly and halal-certified products is expected to grow significantly. Therefore, the market opportunities for green marketing-based halal batik remain highly promising in both domestic and international markets, particularly in countries with predominantly Muslim populations. The combination of halal values, environmental sustainability, and cultural heritage provides a unique market positioning that can strengthen the competitiveness of naturally dyed batik products in the global marketplace (Lestari et al., 2026).

Based on interviews conducted with the management of KSU Anugrah Batik Ciwaringin, the batik products produced by the cooperative possess distinctive characteristics due to the use of natural dyes derived from various plant-based materials. The utilization of these natural materials serves as the primary differentiating factor compared to conventional batik products that still rely on synthetic chemical dyes. This uniqueness creates a strong appeal among consumers who prioritize product quality, health considerations, and environmental sustainability. As a result, the products developed by KSU Anugrah Batik Ciwaringin have a competitive advantage in the market and are well-positioned to meet the growing demand for environmentally friendly products. Therefore, from a market perspective, the batik products produced by KSU Anugrah Batik demonstrate promising prospects for future growth and development.

2. Marketing Aspect

From the marketing perspective, KSU Anugrah Batik has demonstrated its ability to adapt to the rapid development of digital technology. Based on interview findings, the cooperative utilizes various social media platforms, including Facebook, WhatsApp, Instagram, and TikTok, as promotional channels for its products. The use of these digital platforms provides several advantages, such as expanding market reach, increasing interaction with consumers,

and improving marketing cost efficiency. This strategy indicates that the cooperative has adopted a modern marketing approach that aligns with changing consumer behavior in the digital era. In addition to utilizing digital media, the cooperative's marketing strategy emphasizes the concept of green marketing. The products are promoted not only based on the quality of their motifs and aesthetic design but also on the environmental values embedded in their production process. The use of natural dyes and environmentally friendly production methods serves as an important selling point that differentiates these products from conventional batik products. The implementation of green marketing has been shown to enhance a company's positive image and strengthen consumer loyalty toward products that embody sustainability values. As environmental awareness continues to grow among consumers, businesses that successfully communicate their commitment to sustainability are more likely to gain a competitive advantage in the marketplace. Therefore, the marketing strategy implemented by KSU Anugrah Batik can be considered one of the key factors supporting the long-term success and sustainability of the business (Mekaniwati et al., 2025).

3. Technical Aspect

From the technical perspective, the batik production process at KSU Anugrah Batik utilizes natural dyes derived from various types of plants. According to the cooperative management, the dyeing process consists of several stages, including the selection and preparation of raw materials, boiling, dyeing, and drying. The use of natural dyes requires greater precision and skill compared to synthetic dyes because the dyeing process must be repeated several times to achieve colors that meet the desired quality standards. Although the production process requires a longer period of time, the use of natural dyes provides several advantages, including more exclusive product quality and greater environmental friendliness. Furthermore, the waste generated from natural dyes is relatively safer than that produced by synthetic dyes, which have the potential to cause environmental pollution. Therefore, from a technical perspective, the production process implemented by KSU Anugrah Batik fulfills the principles of sustainability and serves as an added value that enhances the competitiveness of its products.

4. Management Aspect

From the management perspective, KSU Anugrah Batik plays a crucial role in supporting the sustainability of batik artisans' businesses. The cooperative functions not only as an economic institution but also as a center for education and community empowerment. Based on interview findings, the cooperative regularly provides training programs related to production techniques, the use of natural dyes, and marketing strategies for its members. These activities demonstrate the existence of a management system that focuses on human resource development and the sustainable growth of members' businesses. In addition, the cooperative assists members who experience difficulties in marketing their products. Products produced by members can be marketed through the cooperative’s established networks, thereby increasing sales opportunities and market accessibility. Such a collaborative system reflects cooperative principles that emphasize solidarity, fairness, and member welfare. Therefore, from a management perspective, KSU Anugrah Batik demonstrates an effective management system that supports the development of a green marketing-based halal batik industry.

5. Environmental Aspect

The environmental aspect represents one of the primary strengths of KSU Anugrah Batik Ciwaringin. Based on interview results, natural dyes are used because they do not generate

hazardous waste commonly associated with synthetic dyes. Residual materials from natural dyes can still be reused or naturally decomposed, thereby minimizing environmental pollution. This condition indicates that the production process has implemented eco-friendly production principles that support sustainable development. From the perspective of Islamic economics, economic activities are not solely intended to generate profit but must also maintain a balance between human welfare, environmental preservation, and the sustainability of natural resources. Therefore, the use of natural dyes in the batik industry at KSU Anugrah Batik not only provides economic benefits but also reflects social and environmental responsibility in accordance with the principles of Islamic economics. This advantage strengthens the business feasibility of the enterprise and supports its future development as a sustainable and environmentally responsible industry (Jabar et al., 2024).

Based on the analysis of market, marketing, technical, management, and environmental aspects, it can be concluded that the green marketing-based halal batik industry at KSU Anugrah Batik Ciwaringin has a high level of feasibility for further development. The main strengths of this business lie in the use of environmentally friendly natural dyes, the cooperative's support in empowering its members, and the growing market demand for halal and sustainable products. Although several challenges exist, such as longer production processes and relatively higher production costs, the added value offered by the products is capable of creating a competitive advantage that supports long-term business sustainability.

C. The Role of Islamic Cooperatives in the Development of the Halal Batik Industry

Cooperatives play a vital role in supporting the sustainability and development of the halal batik industry, particularly at KSU Anugrah Batik Ciwaringin. Based on interview findings, the cooperative functions not only as an economic institution that supports members' business activities but also as a community empowerment platform that seeks to improve the knowledge, skills, and welfare of batik artisans. The cooperative serves as a bridge between artisans and the market while assisting members in addressing various business challenges arising from increasingly intense industry competition. Therefore, the cooperative has a strategic role in creating a business ecosystem that supports the sustainable growth of the halal batik industry.

1. The Cooperative as an Educator and Business Facilitator

One of the primary roles of KSU Anugrah Batik is to serve as an educator for batik artisans. Based on the interview results, the cooperative actively provides training on the use of natural dyes, dyeing processes, production techniques, and the importance of maintaining product quality. This educational process is carried out gradually to ensure that artisans fully understand each stage of production. The assistance provided by the cooperative not only improves the technical skills of its members but also raises awareness regarding the importance of environmental conservation through the use of natural materials in batik production. As a result, members are encouraged to adopt sustainable production practices while enhancing the quality and competitiveness of their products.

2. The Cooperative as a Marketing Facilitator

In addition to providing education, the cooperative also acts as a marketing facilitator for its members. Not all members possess the capability to market their products independently. Therefore, the cooperative assists in marketing members' products through various sales

channels under its management. Based on interview findings, the cooperative utilizes social media platforms such as Facebook, WhatsApp, Instagram, and TikTok to introduce products to a broader consumer base. This strategy helps increase market access for members while strengthening the competitiveness of environmentally friendly batik products. The marketing role performed by the cooperative also generates economic benefits for its members because the products have greater opportunities to be recognized and purchased by consumers. From the perspective of Islamic economics, such activities reflect the principle of *ta'awun* (mutual assistance), which aims to create collective welfare and benefit. Through the marketing support provided by the cooperative, artisans can focus more on production activities without having to bear all marketing risks individually.

3. The Cooperative as a Driver of a Sustainable Halal Industry

Another important role of the cooperative is its function as a driver of a sustainable halal industry. KSU Anugrah Batik promotes the use of natural dyes as part of its commitment to environmental preservation. According to the interview results, natural dyes are preferred because they do not generate hazardous waste, which is commonly associated with synthetic dyes. This practice demonstrates that the cooperative is not solely oriented toward economic profit but also considers the environmental impacts of its business activities. Such an approach is consistent with the principles of Islamic economics, which emphasize a balance between economic, social, and environmental dimensions. Through the implementation of environmentally friendly production practices, the cooperative contributes to the development of a halal industry that not only fulfills market demand but also supports sustainable development. Therefore, the existence of KSU Anugrah Batik provides benefits not only to its members but also to the broader development of the halal economy and sustainable economic growth (Halal et al., 2025).

Based on the discussion above, it can be concluded that KSU Anugrah Batik plays a significant role in the development of the green marketing-based halal batik industry. This role is reflected in the cooperative's functions as an educator, marketing facilitator, and promoter of a sustainable halal industry. Through various mentoring, training, and empowerment activities, the cooperative has been able to enhance the capacity of batik artisans, expand market access, and promote the development of a more competitive and environmentally sustainable batik industry. Furthermore, the cooperative's contribution demonstrates that cooperatives can serve as effective instruments for supporting community economic growth while strengthening the halal industry ecosystem in Indonesia. By integrating economic empowerment, environmental sustainability, and Islamic values, KSU Anugrah Batik contributes not only to improving the welfare of its members but also to fostering sustainable economic development and enhancing the competitiveness of the halal industry in both domestic and international markets (Anjar & Pratiwi, 2023).

D. The Contribution of the Green Marketing-Based Halal Batik Industry to the Economic Growth of Muslim Countries

The halal industry has become one of the strategic sectors driving economic growth in many Muslim countries. It is no longer limited to the food and beverage sector but has expanded into fashion, cosmetics, tourism, and the creative economy. In this context, the green marketing-based halal batik industry developed by KSU Anugrah Batik Ciwaringin represents a form of halal industry development that generates both economic value and environmental

sustainability. The existence of the halal batik industry demonstrates that local cultural products can be transformed into highly competitive economic commodities in both national and international markets. As consumer awareness of halal and environmentally friendly products continues to increase, opportunities for the development of halal batik businesses have expanded significantly, contributing to the economic growth of local communities and the nation as a whole. One of the primary contributions of the halal batik industry is its ability to create employment opportunities for the community. Batik production involves various stages, including pattern design, wax application, dyeing, and product marketing. Each stage requires labor, thereby enabling local communities to participate in productive economic activities. Based on interview findings, KSU Anugrah Batik serves not only as a production center but also as a learning center for individuals who wish to develop batik-making skills. Consequently, the existence of the halal batik industry contributes to increasing employment opportunities while reducing unemployment in the surrounding area. In addition to creating employment opportunities, the halal batik industry also contributes to increasing community income. Through the cooperative system, artisans gain broader access to markets, thereby increasing the likelihood that their products will be sold. The cooperative also assists members who face marketing limitations by providing promotional and sales facilities. This support enables artisans to obtain more stable incomes than they would if they were required to market their products independently. In the long term, increased community income contributes to improved household welfare and regional economic growth.

From the perspective of Islamic economics, economic activities are not solely oriented toward profit generation but also aim to create benefits and welfare for society. The halal batik industry developed by KSU Anugrah Batik reflects these values by integrating economic, social, and environmental dimensions into a single business activity. The use of natural dyes demonstrates a commitment to environmental conservation, while the cooperative system reflects the principles of justice, mutual cooperation, and collective welfare that characterize Islamic economics. Therefore, the existence of the halal batik industry not only generates economic benefits but also supports sustainable and equitable development. Another important contribution of the halal batik industry is its potential to strengthen Indonesia's position within the global halal industry ecosystem. As one of the countries with the largest Muslim populations in the world, Indonesia possesses significant potential to become an international hub for the halal industry. The development of halal batik products that emphasize quality, cultural uniqueness, and environmental sustainability can enhance the competitiveness of Indonesian products in the global market. Furthermore, the growing demand for halal products across Muslim countries creates broader export opportunities for the national batik industry. As a result, the development of green marketing-based halal batik provides benefits not only for local artisans but also for national economic growth through increased trade activities and export performance.

Based on the discussion above, it can be concluded that the green marketing-based halal batik industry makes a significant contribution to the economic growth of Muslim countries. These contributions are reflected in job creation, increased community income, strengthening of the halal industry, environmental preservation, and the enhancement of the competitiveness of local products in the global market. Therefore, the development of the halal batik industry

should continue to be supported through policies and programs that enhance business capacity and expand market access for micro, small, and medium enterprises MSMEs (Ibnu et al., 2025).

E. Development Strategies for the Green Marketing-Based Halal Batik Industry through Islamic Cooperatives

The development of the green marketing-based halal batik industry requires appropriate strategies to ensure its sustainability and growth amid increasingly dynamic market competition. Based on the research findings, KSU Anugrah Batik Ciwaringin possesses several competitive advantages, including the use of natural dyes, cooperative support in member empowerment, and a strong environmentally friendly product image. These strengths provide a solid foundation for enhancing the competitiveness and sustainability of the business. However, the enterprise also faces several challenges, such as a relatively longer production process compared to synthetic batik production and higher production costs. These challenges may affect production efficiency and market competitiveness if not managed effectively. Therefore, it is essential to formulate development strategies that can maximize the existing strengths and opportunities while addressing the weaknesses and external threats faced by the business. Through the integration of halal principles, environmentally friendly production practices, and cooperative-based empowerment, KSU Anugrah Batik has the potential to strengthen its position in both domestic and international markets. Consequently, a comprehensive development strategy is needed to support business sustainability, improve product competitiveness, expand market access, and contribute to the long-term growth of the Halal industry (Putriana et al., 2026).

1. Strengthening the Branding of Halal and Environmentally Friendly Batik

The first strategy that can be implemented is strengthening the product identity as halal and environmentally friendly batik. The use of natural dyes has become one of the main distinguishing characteristics of KSU Anugrah Batik products. This advantage should be communicated more broadly to consumers in order to establish a strong product image in the market. Effective branding will help increase consumer awareness of the product's added value, encouraging them to purchase batik not only because of its motifs and aesthetic appeal but also because of the sustainability values embedded within it. Strong branding can also serve as a key differentiating factor from other batik products that continue to use synthetic dyes.

2. Optimizing Digital Marketing

The second strategy is to optimize digital marketing through various social media platforms and online marketplaces. Based on the interview findings, the cooperative has utilized Facebook, WhatsApp, Instagram, and TikTok as promotional channels. These efforts should be further enhanced through the creation of more engaging content, the use of digital advertising, and collaboration with influencers or communities that have an interest in halal and environmentally friendly products. Digital marketing is particularly important because it enables businesses to reach a large number of consumers at a relatively lower cost compared to conventional marketing methods. Furthermore, digital platforms provide opportunities to build stronger customer relationships and increase brand visibility in a highly competitive market environment.

3. Strengthening Partnerships and Product Certification

The next strategy is to expand partnerships with various stakeholders, including Islamic cooperatives, Islamic financial institutions, local governments, and certification bodies. Such

partnerships can help business actors gain access to financing, training, business assistance, and broader market opportunities. In addition, obtaining halal certification and environmentally friendly product certification can enhance consumer trust in the products offered. Certifications serve as an important form of quality assurance and provide added value that can improve product competitiveness in both domestic and international markets.

4. Expanding into International Markets

The final strategy is to expand market access to Muslim-majority countries with high demand for halal and culturally based products. Indonesian batik possesses a unique cultural identity that distinguishes it from products originating from other countries, creating significant opportunities for international market penetration.

With the support of digital marketing, product certification, and strengthened branding, KSU Anugrah Batik has the potential to expand its market reach to the Middle East, South Asia, and member countries of the Organization of Islamic Cooperation (OIC). This strategy can not only increase business revenue but also contribute to the growth of Indonesian halal product exports. Based on these strategies, it can be concluded that the development of the green marketing-based halal batik industry requires synergy among cooperatives, artisans, government institutions, and other supporting stakeholders. Through stronger branding, optimized digital marketing, expanded partnerships, and international market development, KSU Anugrah Batik Ciwaringin has significant opportunities to enhance its business competitiveness while strengthening its contribution to the sustainable economic growth of Muslim countries.

CONCLUSION

Based on the findings of this study entitled “Feasibility Analysis and Development Strategies of the Green Marketing-Based Halal Batik Industry through Islamic Cooperatives in Supporting the Economic Growth of Muslim Countries: A Case Study of KSU Anugrah Batik Ciwaringin,” it can be concluded that the halal batik industry operated by KSU Anugrah Batik Ciwaringin demonstrates a high level of feasibility for further development. This conclusion is supported by several aspects. From the market perspective, there is a growing demand for halal and environmentally friendly products. From the marketing perspective, the business has effectively utilized digital media platforms for product promotion. From the technical perspective, the production process incorporates the use of natural dyes. From the management perspective, business operations are supported by the active involvement of the cooperative. Finally, from the environmental perspective, the production process aligns with sustainability principles. The implementation of the green marketing concept at KSU Anugrah Batik Ciwaringin is reflected in the use of natural dyes, the promotion of environmentally friendly products, and educational activities aimed at increasing artisans’ awareness of environmental conservation. These strategies provide added value to the products and enhance the business's competitiveness amid increasing public concern regarding environmental and sustainability issues.

Furthermore, KSU Anugrah Batik Ciwaringin plays a significant role in the development of the halal batik industry through educational programs, business mentoring, and marketing facilitation for its members. Through these initiatives, the cooperative has successfully improved artisans’ capacities while expanding market access for batik products. In addition to

providing economic benefits for cooperative members, the green marketing-based halal batik industry contributes to the economic growth of Muslim countries through job creation, increased community income, the strengthening of the halal industry ecosystem, and support for sustainable economic development. Therefore, the synergy among the halal industry, Islamic cooperatives, and green marketing can serve as an effective business development model for promoting community welfare and sustainable economic growth.

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