

**COCOPEAT MARKETING STRATEGY THROUGH THE BUSINESS MODEL
CANVAS APPROACH AND SWOT ANALYSIS TO ENHANCE THE
COMPETITIVENESS OF ENVIRONMENTALLY FRIENDLY PRODUCTS**

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ABSTRACT

Cocopeat, a processed coconut fiber product, holds significant potential as an environmentally friendly growing medium, particularly for hydroponic and horticultural agriculture. Increasing awareness of sustainable agriculture and the need for efficient alternative growing media underscore the urgency of this research, given the limited comprehensive studies on Cocopeat business development strategies at the local level. This study aims to analyze local resource-based Cocopeat business development strategies through the Business Model Canvas (BMC) approach and SWOT analysis. The method used is a descriptive qualitative approach. Data collection was carried out through literature studies and distributing questionnaires to 62 respondents from the segment of housewives and employees aged 25-40 years. Qualitative data from questionnaires and literature studies were then analyzed using content analysis and thematic analysis techniques to identify key patterns and insights. The research results indicate that the majority of respondents have a good understanding of the functions and benefits of Cocopeat and show high purchasing interest. The recommended business strategy focuses on optimizing distribution through digital channels and forming strategic local partnerships, with a strong emphasis on sustainability values and product quality assurance. These findings contribute to the development of sustainable agriculture-based entrepreneurship relevant to urban farming trends. Practically, this research can serve as a guide for Micro, Small, and Medium Enterprises (MSMEs) and startups in designing effective Cocopeat business models, and can provide input for local governments in formulating policies that support innovative and environmentally friendly local agricultural industries.

Keywords: *Cocopeat, Planting Medium, Business Model Canvas, Digital Marketing, Sustainable Agriculture*

A. INTRODUCTION

Coconut is a tropical plant known as the "tree of life" because almost all of its parts can be utilized by humans by processing them into various products derived from coconut water, shell, husk, and flower bunches (Zikria, 2023). Coconut shells can be used to make coconut shell charcoal and handicrafts, while coconut husks often become unused waste (Kuntardina et al., 2022). Coconut fiber, as organic waste, has advantages such as being resistant to fungi, good for ambient temperatures, durable, able to loosen soil, and capable of absorbing water up to three times its weight. The outermost, finely fibrous part of the coconut husk can produce a fibrous powder called Cocopeat (Ayu et al., 2021).

Cocopeat (coconut husk) "is a hydroponic growing medium made from old coconut husks that have been ground into a sand-like powder. Cocopeat can be a good hydroponic growing medium for both seeding and plant growth stages (Wahyuni et al., 2022). Cocopeat is obtained from the extraction of coconut husk fibers, having a fine granular form and texture similar to soil. The advantages of Cocopeat as a growing medium are its characteristics of being able to bind and store water strongly, as well as containing essential nutrients such as Calcium, Magnesium, Potassium, Sodium (N), and Phosphorus (Nontji et al., 2022). The utilization of Cocopeat as a growing medium must be accompanied by balanced fertilization to provide nutrients not available in Cocopeat (Shafira et al., 2021)."

Indonesia is known as the world's largest coconut producer, with a coconut plantation area reaching approximately 3.36 million hectares. However, the potential of this coconut commodity has not yet been optimally utilized (Sirait et al., 2022). In Indonesia, the most widely cultivated types of coconuts are tall coconuts and hybrid coconuts (Zikria, 2023). West Java Province has great potential as a source of raw material for Cocopeat, with a coconut plantation area of 145,757 hectares spread across several regencies and cities, mainly from smallholder plantations in Tasikmalaya, Ciamis, Pangandaran, and Sukabumi regencies (BPS Provinsi Jawa Barat, 2022). The availability of coconut husks from this extensive coconut production presents an opportunity for the development of an export-oriented Cocopeat industry as well as for domestic needs, such as for horticultural and hydroponic growing media. The agricultural sector plays a role in national economic growth, with a contribution of 12.98% and an increase of 1.37% (Pemprov Jawa Tengah, 2025). Hydroponic agriculture is experiencing the most rapid development, with a predicted growth rate of 70.6% by 2025, thus potentially increasing business value and individual economies (Pemprov Jawa Tengah, 2025).

In entrepreneurship, it is crucial for individuals to prepare effective and efficient strategies (Nisa & Subhan, 2024). Marketing strategies through online media are an important aspect of marketing in the digital era, for example, Shopee and Tokopedia as frequently used platforms, and editing tools like the Canva application. Sukaesih et al. (2024) found that advertising significantly and positively influences purchase interest in the Shopee marketplace; the better the quality of the advertisements displayed, the more interested consumers are in buying on the Shopee marketplace. The Canva application, which is a user-friendly graphic design and communication platform with many free features, is suitable for MSMEs (Amrina & Oktora, 2023). This application facilitates users in modifying their designs as promotional media, with outputs including image and video files ready for printing and uploading to various social media platforms such as Instagram, Facebook, and Google Ads.

The Business Model Canvas (BMC) concept seeks to integrate fragmented elements within a business model, making it a very useful tool for entrepreneurs and academics (Ching & Fauvel, 2013). This research uses BMC due to its ability to break down business strategy into essential components, such as customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure (Osterwalder & Pigneur, 2010). Through SWOT analysis on the BMC, companies can identify existing strengths, weaknesses, opportunities, and threats to formulate more effective business improvement strategies (Isnawati et al., 2023). For new entrepreneurs, BMC is not only a tool for creating a business plan but also provides a comprehensive insight into their business model (Ching & Fauvel, 2013). By applying BMC, business actors can recognize the strengths and weaknesses in their business model and design more optimal development strategies for the future (Mandamdari & Widjojoko, 2022).

SWOT analysis is very effective in formulating development strategies for Cocopeat as an environmentally friendly alternative growing medium. One of the main strengths of Cocopeat is its fiber content, which can absorb water and retain moisture, making it ideal for use in hydroponic agriculture (Robot & Tuturoong, 2023). However, its weakness lies in limitations in the packaging and marketing processes, which have not fully adopted modern digital approaches (Abidin, 2022). A significant opportunity arises from increasing public awareness of sustainability and the trend of using organic products, especially in urban markets (Saputri, 2020).

Here is the translation of the Indonesian paragraph into English:

Extensive research has been conducted on Cocopeat as an environmentally friendly growing medium; however, in-depth studies that specifically formulate business development strategies based on abundant local resources, such as in West Java Province, by comprehensively integrating the Business Model Canvas (BMC) approach and SWOT analysis, are still limited. Therefore, the purpose of this journal article is to analyze this potential and formulate innovative marketing and distribution strategies for Cocopeat. This research offers novelty by identifying key elements in business development through BMC and evaluating internal-external factors through SWOT analysis, specifically aimed at generating adaptive business strategies that leverage the latest digital technology in promotion and distribution, tailored to the local context. It is hoped that this study will not only contribute to the development of sustainable agriculture-based businesses relevant to modern hydroponic trends and the needs of urban communities but also provide a practical strategic model for Cocopeat entrepreneurs in regions with similar potential.

B. METHOD

This study employs a qualitative approach with descriptive methods, aiming to gain an in-depth understanding of business development strategies for Cocopeat as an alternative growing medium. This approach was selected because the primary focus of the study is to explore business models, market potential, and marketing strategies through narrative and interpretative analysis. The qualitative approach was chosen to gain an in-depth understanding of the interests, needs, and perceptions of potential consumers (Sugiyono, 2016), while also comprehensively analyzing the business model and strategic factors (SWOT). Its descriptive nature will depict the characteristics of the target market and business model elements, while its exploratory aspect will uncover new insights regarding consumer preferences and potential strategies. The data sources used include primary data obtained directly from potential consumers through open-ended questionnaires, and secondary data from relevant literature studies on Cocopeat, growing media, hydroponics, consumer behavior, marketing strategies, the Business Model Canvas, and SWOT analysis.

The main data collection techniques are a literature study to gather information from various credible sources and the distribution of open-ended questionnaires to target respondents. The intended respondents are potential consumers of Cocopeat products, specifically housewives and employees aged 25–40 years, who are assumed to have an interest in gardening activities or the use of environmentally friendly growing media. Crucial research instruments include a structured questionnaire guide, the Business Model Canvas (BMC) framework for mapping the nine elements of the Cocopeat business model, and the SWOT analysis framework for identifying the strengths, weaknesses, opportunities, and threats faced by the Cocopeat business.

The data analysis process will involve a thematic analysis of qualitative data from questionnaires and literature reviews to identify patterns in market preferences and trends. Subsequently, relevant information will be mapped into the nine BMC blocks, and a SWOT analysis will be conducted to formulate strategies. The overall research stages include the preparation phase (problem formulation, preliminary study, instrument development, respondent determination), the data collection phase, the data analysis phase (transcription, thematic analysis, BMC mapping, SWOT analysis, and integration of results), and will conclude with the strategy formulation and comprehensive research report writing phase.

C. RESULTS AND DISCUSSION

Based on the survey results from 62 respondents, the majority demonstrated a reasonably high level of knowledge regarding the functions and benefits of Cocopeat as a growing medium. As many as 82% of respondents understood its functions, and approximately 76% understood its advantages in enhancing water and nutrient absorption. This indicates that the market is already quite familiar with Cocopeat, allowing promotional strategies to focus on more unique or specific value propositions. In terms of usage experience, nearly half of the respondents had used Cocopeat, with the dominant reasons being its water absorption capability (26 respondents) and product quality (17 respondents). This aligns with the perception that Cocopeat is effective for maintaining the moisture of the growing medium, which can be a primary selling point (value proposition) in the marketing strategy. Price preferences show that 85% of respondents desire a price in the range of Rp5,000–Rp10,000/kg, with the majority having an annual need of <100 kg/year, indicating a home retail segment. Distribution and packaging strategies should be tailored for small scales with practical packaging and affordable prices. Finally, 58 out of 62 respondents expressed interest in purchasing Cocopeat, and the main factors influencing repeat purchases were product effectiveness (26 respondents) and product quality (25 respondents). This reinforces that the business strategy must emphasize consistent quality and tangible results on plants to build customer loyalty.

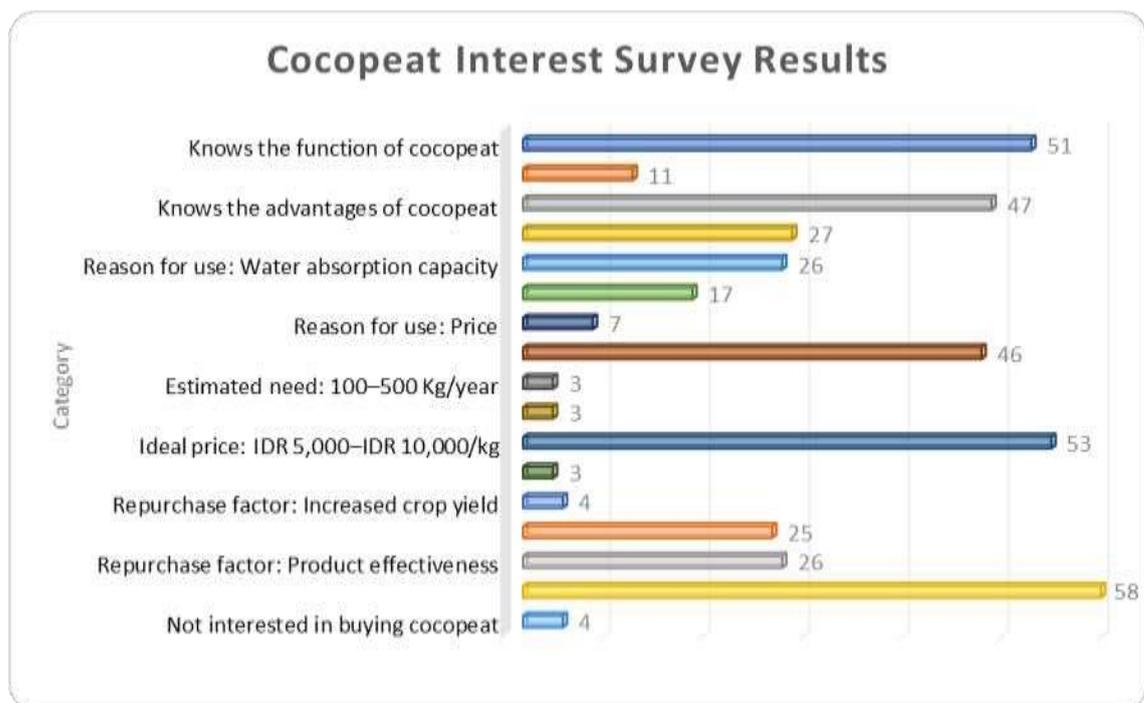


Figure 1. Graph of Market Interest Survey Results

Business Model Canvas Analysis

1. Customer Segments

Customer segmentation in the Cocopeat business is divided into three main groups: housewives, employees aged 25–40, and junior and senior high school students. Housewives often have an interest in home gardening as part of domestic activities and relaxation, especially

on a small scale such as ornamental plants and home-grown organic vegetables. Employees aged 25–40 and junior/senior high school students also represent important segments. This generation is developing an interest in sustainable lifestyles and urban farming, primarily as a form of stress relief or early education about sustainability. Students, particularly through school programs like educational gardens or environmental projects, constitute a niche market that can be reached through educational partnerships. All three represent a retail market that is not large in terms of individual purchase volume but is high in interest and potential loyalty.

2. Value Propositions:

Cocopeat products offer various value-added benefits relevant to market needs. First, Cocopeat is a growing medium with good water absorption and structural stability due to its richness in lignin and cellulose (Renal et al., 2025), as evidenced by survey results showing that most respondents recognize this advantage. These characteristics enable users to plant more effectively, even without extensive gardening experience. Second, this product is environmentally friendly as it is based on processed coconut husk waste, thus supporting zero waste and sustainability principles. Additionally, economic value and ease of use are also important points. Cocopeat is sold in various sizes at competitive prices, aligning with the price preference of the majority of respondents (between Rp5,000–Rp10,000 per kilogram). Ease of storage, use without additional tools, and flexibility for various types of plants make it suitable for beginner consumers to serious hobbyists. With this positioning, Cocopeat becomes a product that is not only functional but also relevant to healthy and green living trends.

3. Channels:

Distribution of Cocopeat products will focus on online channels and local community channels. Sales through e-commerce platforms like Tokopedia, Shopee, and other marketplaces allow for a broad market reach and operational cost efficiency. Furthermore, social media platforms such as Instagram, TikTok, and Facebook will be used for promotion, education, and direct customer interaction. Content created will target gardening tips, testimonials of planting results, and how to use Cocopeat. On the other hand, distribution will also be conducted offline to local agricultural stores and school communities. Partnerships with educational institutions such as elementary and secondary schools enable market penetration through an educational approach. This channel is crucial as it reaches the student and teacher market, who can become organic ambassadors and repeat users. With a combination of digital and traditional channels, Cocopeat distribution becomes more flexible, adaptive, and reaches various user groups.

4. Customer Relationships:

Customer relationship strategy is implemented through an educational and participatory approach. Education is carried out through informative content on social media or in the form of digital leaflets, explaining the benefits of Cocopeat, its usage methods, and its sustainability value. This content not only builds awareness but also fosters an emotional connection with customers who support environmentally friendly products. A monthly subscription program is also designed as a form of loyal customer retention. Additionally, a responsive customer service via WhatsApp or social media direct messages serves as a communication channel that strengthens consumer trust and satisfaction.

5. Revenue Streams:

The main source of income comes from retail sales of Cocopeat in various packaging sizes, ranging from 1 kg to 10 kg. This caters to the needs of the majority of respondents who

use less than 100 kg per year. Furthermore, revenue will be generated from a monthly subscription program offering fixed packages, such as 5 kg/month, providing convenience for customers and recurring income for the business. Additional income can also be obtained from product bundling, such as selling Cocopeat with seeds and small pots, tailored for beginners or the educational market. Direct sales to school communities or educational gardens also open opportunities for small-scale B2B business.

6. Key Partnerships:

Strategic partnerships involve farmers or coconut husk collectors as the main suppliers of raw materials. This collaboration can strengthen the supply chain and support local economic empowerment. Additionally, collaboration with schools and educational communities can open distribution channels as well as means for sustainable education for the younger generation regarding the importance of using environmentally friendly products. Online marketplaces like Shopee and Tokopedia are also included as distribution partners because they provide integrated transaction and delivery infrastructure. Collaboration with these parties will strengthen Cocopeat's business position in terms of operational efficiency and market penetration.

SWOT Analysis (Strength, Weakness, Opportunity, Threat)

From the survey results, an analysis of strengths, weaknesses, opportunities, and threats was obtained.

Table 1. SWOT Analysis

Strengths	Weaknesses
i Already known by 82% of respondents	i Many have not tried it yet
i Suitable for beginners and easy to use	i Small annual need (retail, low volume)
i Quality is favored due to absorption capacity and effectiveness	i High price competition in the cocopeat market
i Very high buying interest (93%)	i Similar products that are cheaper and widely available
i Subscription program for customer retention	i Price fluctuation of coconut fiber raw material
i Increasing trend of urban farming and green lifestyle	i Limited market penetration outside the city if distribution is restricted

After conducting the SWOT analysis, SWOT control strategies for the Cocopeat business were formulated using the Strength-Opportunity (SO), Weakness-Opportunity (WO), Strength-Threat (ST), and Weakness-Threat (WT) approaches. Each combination yields strategies aimed at maximizing advantages and overcoming challenges.

SO Strategies (Strengths–Opportunities)

Leverage internal strengths to seize external opportunities. With high awareness (82%) and a product image of being easy to use, strengthen promotions for subscription programs or product bundling through digital platforms. For example: A “starter pack” for urban farming beginners with a bonus mini pot + monthly Cocopeat subscription. Utilize Cocopeat's high absorption and effectiveness to align the product with the needs of green lifestyle trends and

urban agriculture. Create digital education campaigns emphasizing Cocopeat's benefits for environmental sustainability.

WO Strategies (Weaknesses–Opportunities)

Overcome weaknesses by utilizing available opportunities by educating potential users who have not tried Cocopeat directly through video tutorial content and user testimonials on social media or marketplaces. This can be accompanied by "free sample" promotions for new users. Although annual demand is small, the business can optimize the retail market potential by providing small packaging (1–5 kg) suitable for household and student segments, as well as offering subscription systems or long-term saving packages.

ST Strategies (Strengths–Threats)

Utilize strengths to overcome or avoid threats by using superior product quality as a differentiator against similar, cheaper products, for instance, by adding a “Premium Grade” label, including lab test certificates, or collaborating with urban farming communities for testimonials. High awareness can be leveraged to reach new communities or market areas with collaborative distribution strategies, such as partnering with plant stores, cooperatives, or local couriers to overcome distribution limitations to out-of-town areas.

WT Strategies (Weaknesses–Threats)

Reduce weaknesses and avoid threats. For example, when facing fluctuations in raw material prices, it is necessary to implement a strategy of purchasing coconut husks in large quantities when prices are low and establishing direct partnerships with coconut farmers to maintain supply stability. Coconut farmers as partners have a resource in the form of accumulated waste in their plantations that can be made into raw material (As'ad et al., 2023). Building market trust through consistent quality and after-sales service, such as a return system for damaged products, quality guarantees, or loyalty points, can help retain retail customers who only buy in small volumes and are price-sensitive.

D. CONCLUSION

This research indicates that Cocopeat has significant potential as an environmentally friendly growing medium based on local resources, particularly in West Java Province, which has abundant coconut production. Survey results show that the majority of respondents are familiar with the functions and advantages of Cocopeat and demonstrate a high interest in using it. Cocopeat business development strategies can be implemented using the Business Model Canvas (BMC) approach, which includes customer segmentation, product value propositions, distribution channels, customer relationships, revenue streams, and key partnerships that support production and distribution. The use of digital media and e-commerce is key in the marketing strategy, while SWOT analysis indicates that the product's advantages lie in its environmentally friendly nature and its ability to maintain soil moisture, although challenges remain in packaging and promotion processes.

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