

Green Marketing of Productive Waqf: A Marketing Strategy Based on Maslahah and Sustainable Development

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ABSTRACT

This study aims to analyze the concept and implementation of green marketing in the management of productive waqf as a marketing strategy based on maslahah and sustainable development. It also seeks to identify how the integration of environmental, social, and economic sustainability values in productive waqf can enhance public trust and expand the participation of waqf in the development of the Islamic economy. The research employs a qualitative method with a literature study and conceptual analysis approach. Data were collected from various sources such as scientific journals, books, waqf institution reports, and related documents on green marketing, productive waqf, and sustainable development. The data analysis technique used descriptive analysis and a normative-conceptual approach to examine the relationship between the principles of green marketing, the concept of maslahah in Islamic economics, and the practices of productive waqf management. The results show that the implementation of green marketing strategies in productive waqf can be carried out through several approaches, including transparency in waqf fund management, promotion based on sustainability values, utilization of waqf assets for environmentally friendly activities, and the use of digital media to increase public awareness of the importance of waqf that generates social and ecological impact. The integration of the concept of maslahah in marketing strategies also strengthens sharia legitimacy and encourages the creation of long-term benefits for society and the environment.

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INTRODUCTION

Environmental degradation, climate change, and the depletion of natural resources have become major global concerns in recent decades. These environmental challenges threaten not only ecological stability but also the sustainability of economic development and human welfare. As a result, many countries and institutions are increasingly adopting sustainable development as a framework for balancing economic growth, environmental protection, and social well-being (Mahardika & Tanweer, 2024). Sustainable development emphasizes the importance of integrating environmental responsibility into economic activities and policy-making processes. This approach encourages institutions to consider the long-term impact of their activities on the environment and society. The concept has gained global recognition as a strategic response to the growing environmental crisis faced by the modern world (Rusydiana et al., 2023).

The implementation of sustainable development requires collaboration between governments, private sectors, and social institutions. Financial mechanisms and philanthropic initiatives can play a crucial role in mobilizing resources for environmental and social development programs. In this

context, Islamic social finance has emerged as an alternative framework that combines economic activities with ethical and social values (Abdullah, 2018). Islamic social finance instruments such as zakat, waqf, and sadaqah have long been recognized as effective mechanisms for promoting social justice and economic redistribution. These instruments are designed to ensure that wealth circulation within society benefits broader communities rather than being concentrated among certain groups. The ethical foundation of Islamic philanthropy makes it relevant for addressing contemporary socio-economic challenges (Azam et al., 2025).

Among the various Islamic philanthropic instruments, waqf holds a distinctive position due to its perpetual nature and long-term social benefits. Historically, waqf institutions have financed public facilities such as educational institutions, hospitals, mosques, and infrastructure projects. This historical contribution demonstrates the significant role of waqf in supporting sustainable community development (Aulia & Triyawan, 2025). In recent years, the concept of productive waqf has gained increasing attention among scholars and policymakers. Productive waqf refers to the utilization of waqf assets in income-generating activities so that the benefits can be distributed continuously to society. This transformation allows waqf institutions to become more economically productive and socially impactful (Judijanto et al., 2024).

The development of productive waqf offers new opportunities for strengthening Islamic philanthropic institutions in the modern economy. Through professional management and strategic investment, waqf assets can generate sustainable income that supports social programs and economic development initiatives. This approach allows waqf to function not only as a charitable instrument but also as a driver of socio-economic empowerment (Azam et al., 2025). Despite its enormous potential, the development of productive waqf still faces several challenges in many Muslim-majority countries. One of the main obstacles is the limited public awareness and participation in waqf programs. This situation indicates the need for innovative strategies to increase public engagement in waqf activities (Saputra, 2024). In addition to limited public awareness, the marketing strategies used by many waqf institutions are still relatively traditional. Many institutions rely on conventional fundraising approaches that are less effective in attracting younger generations and digital communities. As a result, the full potential of waqf as a sustainable financial instrument has not been optimally realized (Efendi et al., 2024).

To address these challenges, innovative marketing approaches are needed to promote Islamic philanthropic instruments. Marketing strategies that integrate social values, ethical principles, and environmental awareness may increase public interest and trust in waqf institutions. One of the approaches that has gained significant attention in recent years is green marketing (Ghobbe & Nohekhan, 2023). Green marketing refers to marketing strategies that emphasize environmental responsibility and sustainability in promoting products or services. This approach reflects the growing awareness among consumers regarding environmental protection and ecological sustainability. As a result, organizations that adopt environmentally friendly marketing strategies tend to gain greater public trust and support (Mohammadi et al., 2023). The adoption of green marketing practices has been widely implemented in various industries, including manufacturing, services, and non-profit organizations. By highlighting environmental values, institutions can strengthen their brand image and build stronger relationships with stakeholders. This strategy is particularly relevant in the context of organizations that promote sustainability-oriented initiatives (Nohekhan & Barzegar, 2024).

In the context of Islamic economics, environmental responsibility is closely related to the concept of stewardship or *khalifah* in Islam. Humans are considered guardians of the earth who have the responsibility to protect and preserve natural resources. This ethical principle encourages economic activities that maintain ecological balance and environmental sustainability (Miswanto & Tasrif, 2024). The integration of environmental values within Islamic philanthropic activities has recently led to the emergence of the concept of green waqf. Green waqf refers to the utilization of waqf assets for activities that contribute to environmental sustainability, such as renewable energy projects, sustainable agriculture, and environmental conservation initiatives. This innovative approach reflects the adaptability of Islamic financial instruments in addressing modern environmental challenges (Rusydiana et al., 2023).

Green waqf has the potential to support environmental sustainability while simultaneously generating economic and social benefits for communities. Through well-managed green projects, waqf institutions can contribute to climate change mitigation and ecological preservation. Such initiatives also align with the global agenda of achieving sustainable development goals (Tavera et al., 2025). In addition to environmental benefits, green waqf initiatives may also strengthen the social legitimacy of waqf institutions. When communities perceive waqf institutions as environmentally responsible and socially impactful, their willingness to participate in philanthropic activities tends to increase. This indicates that sustainability-oriented initiatives can enhance public trust in Islamic social finance institutions (Hasan & Syahrudin, 2023). The success of green waqf initiatives largely depends on the effectiveness of communication and marketing strategies used by waqf institutions. Institutions need to clearly communicate the environmental and social impacts of their programs to potential donors and stakeholders. Effective marketing strategies can therefore play a critical role in promoting sustainable philanthropic initiatives (Saputra, 2024).

In Islamic economic thought, the concept of *maslahah* serves as a fundamental principle for evaluating the benefits and impacts of economic activities. *Maslahah* refers to the realization of public welfare and the prevention of harm in society. This concept emphasizes that economic actions should generate benefits not only for individuals but also for the broader community. Therefore, economic policies and practices within Islamic economics are expected to align with the broader objective of promoting justice, welfare, and social harmony (Abdullah, 2018).

The concept of *maslahah* is closely related to the objectives of Islamic law, commonly known as *maqasid al-shariah*. These objectives aim to preserve essential elements of human life, including religion, life, intellect, lineage, and wealth. Within this framework, economic activities are encouraged to support sustainable prosperity while preventing exploitation and inequality. By emphasizing the protection of public interest, *maslahah* becomes a guiding principle in designing ethical and socially responsible economic systems. In the context of contemporary economic development, the relevance of *maslahah* extends beyond traditional economic transactions to include broader issues such as environmental sustainability and social responsibility. Islamic economic principles encourage the responsible use of natural resources and the protection of the environment as part of humanity's role as stewards of the earth. This perspective highlights the compatibility between Islamic economic values and modern sustainability principles (Rahma, 2025).

Integrating the principle of *maslahah* with sustainable marketing strategies can strengthen the ethical dimension of Islamic philanthropic institutions. Marketing activities within Islamic institutions should not be limited to increasing financial contributions but should also aim to educate and inspire society to participate in socially beneficial initiatives. By emphasizing ethical values and sustainability, marketing strategies can encourage individuals to contribute to philanthropic activities that generate long-term benefits for society. In addition, the incorporation of *maslahah* in marketing strategies can enhance public trust and legitimacy toward Islamic philanthropic institutions. When organizations communicate their commitment to social welfare, environmental protection, and ethical responsibility, stakeholders are more likely to perceive these institutions as credible and trustworthy. This trust is crucial in encouraging greater participation in philanthropic programs such as productive waqf (Azam et al., 2025).

The integration of *maslahah* principles within sustainable marketing strategies represents a holistic approach to promoting Islamic philanthropic initiatives. By aligning marketing practices with ethical values and social objectives, institutions can create a balance between economic sustainability and social welfare. Such an approach not only strengthens the role of Islamic philanthropy in addressing contemporary challenges but also reinforces the moral foundation of Islamic economic practices in promoting inclusive and sustainable development. Based on the above discussion, the integration of green marketing, productive waqf, and the principle of *maslahah* represents an innovative framework for developing sustainable Islamic philanthropy. Exploring this relationship is important to identify strategies that can enhance public participation and maximize the socio-economic impact of waqf institutions (Rusyadiana et al., 2023). Therefore, this study aims to examine the concept of green marketing of productive waqf within the framework of *maslahah* and sustainable development.

METHOD

This study employs a qualitative research approach to analyze the concept of green marketing in the management of productive waqf based on the principles of *maslahah* and sustainable development. A qualitative approach is considered appropriate because this research seeks to explore concepts, ideas, and theoretical relationships related to Islamic economics, sustainable development, and marketing strategies rather than measuring variables quantitatively. Through this approach, the study aims to provide a comprehensive understanding of how green marketing strategies can be integrated into productive waqf management. The research design used in this study is a conceptual and descriptive analysis. Conceptual research focuses on developing theoretical frameworks by synthesizing existing literature and scholarly discussions related to green marketing, productive waqf, *maslahah*, and sustainable development. Descriptive analysis is used to explain the relationships among these concepts and to provide an in-depth interpretation of how they can be applied within the context of Islamic philanthropic institutions.

The primary method of data collection in this research is a literature study. The literature study involves collecting and reviewing academic sources such as peer-reviewed journal articles, books, institutional reports, and official publications related to Islamic social finance, green marketing, and sustainable development. The literature sources were obtained from reputable academic databases such as Scopus, Google Scholar, ScienceDirect, and other scholarly platforms. To ensure the relevance and accuracy of the analysis, this study prioritizes literature published within the last five to ten years. The selected literature includes studies discussing productive waqf management, green marketing strategies, environmental sustainability, and the concept of *maslahah* within Islamic economics. The use of recent literature allows the research to capture contemporary developments and current academic debates regarding sustainable Islamic finance.

The process of data selection was conducted using purposive sampling techniques. In this method, the researcher selected academic sources that were directly relevant to the research theme. The inclusion criteria for literature selection include publications that discuss sustainable development, green marketing, Islamic philanthropy, or productive waqf management. Sources that did not provide significant theoretical or empirical contributions to the research topic were excluded from the analysis. After collecting the relevant literature, the data were analyzed using a qualitative content analysis approach. Content analysis allows the researcher to identify patterns, themes, and relationships within the collected literature. Through this method, the study examines how green marketing strategies are discussed in previous research and how these strategies can be integrated with the principles of *maslahah* in the context of productive waqf.

RESULTS AND DISCUSSION

The findings of this study indicate that the integration of green marketing principles into productive waqf management provides a strategic approach for strengthening the sustainability of Islamic philanthropic institutions. Green marketing not only focuses on promoting products or services but also emphasizes environmental responsibility and ethical values. In the context of productive waqf, this strategy can be applied by highlighting the environmental and social benefits generated from waqf-based projects. One of the key findings of this study is that green marketing can enhance public awareness regarding the role of productive waqf in supporting sustainable development. Many people still perceive waqf primarily as a religious activity limited to mosque construction or burial land. However, through green marketing strategies, waqf institutions can educate society about the broader socio-economic and environmental potential of productive waqf.

The study also finds that the use of sustainability narratives in marketing communication plays a crucial role in attracting public participation. Marketing messages that emphasize environmental protection, social welfare, and long-term benefits tend to resonate more strongly with modern audiences. This indicates that sustainability-oriented communication can significantly improve the effectiveness of philanthropic campaigns. Furthermore, the results suggest that productive waqf projects can serve as concrete examples of environmentally responsible economic activities. Projects such as sustainable agriculture, renewable energy investments, and green infrastructure funded through waqf demonstrate that Islamic philanthropy can contribute to environmental sustainability. These initiatives also reflect the Islamic principle of stewardship toward natural resources.

The research also highlights the importance of digital platforms in implementing green marketing strategies for productive waqf. Social media, websites, and digital fundraising platforms enable waqf institutions to communicate their sustainability initiatives to wider audiences. Digital communication also allows institutions to provide transparent information regarding the utilization and impact of waqf funds. Another important finding is that the integration of green marketing strategies can strengthen the institutional image of waqf organizations. Institutions that actively promote environmental responsibility and sustainable development tend to gain greater public trust. This positive perception can encourage more individuals to participate in waqf activities. In addition, the findings reveal that transparency and accountability are essential elements in green marketing strategies for waqf institutions. Public trust can only be maintained when institutions provide clear and reliable information about how waqf funds are managed. Transparency regarding project outcomes and environmental impacts can significantly strengthen donor confidence.

From the perspective of Islamic economics, the integration of green marketing into productive waqf management aligns closely with the concept of *maslahah*. Marketing strategies that emphasize environmental and social benefits contribute to the realization of public welfare. This approach reflects the ethical foundation of Islamic economic practices. The principle of *maslahah* encourages economic activities that generate benefits for society while preventing harm. In the context of productive waqf, green marketing strategies help promote projects that support environmental sustainability and community welfare. This demonstrates that Islamic philanthropic activities can contribute to both economic development and ecological preservation.

The results also indicate that the integration of sustainability values can differentiate waqf institutions from other philanthropic organizations. By promoting environmentally friendly projects, waqf institutions can develop a unique value proposition that distinguishes them from conventional charity organizations. Another important finding is that green marketing strategies can expand the target audience of waqf institutions. Traditionally, waqf donors were primarily motivated by religious considerations. However, sustainability-oriented campaigns can attract individuals who are concerned about environmental and social issues, including younger generations. Furthermore, the study finds that productive waqf can function as a sustainable financial mechanism for supporting environmental initiatives. Unlike temporary donations, waqf assets are designed to generate continuous benefits over time. This characteristic makes waqf particularly suitable for funding long-term sustainability projects.

The discussion also highlights the importance of strategic collaboration between waqf institutions, environmental organizations, and government agencies. Partnerships can enhance the effectiveness of green waqf projects by combining financial resources, technical expertise, and policy support. Another significant finding is that public education plays a crucial role in the success of green marketing strategies. Many people are still unfamiliar with the concept of productive waqf and its potential role in sustainable development. Educational campaigns can therefore increase awareness and encourage broader community participation.

The study also reveals that storytelling can be an effective marketing technique in promoting productive waqf initiatives. Narratives that illustrate the real impact of waqf-funded environmental projects can inspire potential donors. Story-based communication can make philanthropic initiatives more relatable and emotionally engaging. In addition, the integration of sustainability indicators into marketing communication can strengthen institutional credibility. By presenting measurable outcomes such as environmental impact, social benefits, and economic returns, waqf institutions can demonstrate the effectiveness of their programs. Another important aspect identified in this study is the role of ethical branding in strengthening the reputation of waqf institutions. Institutions that consistently promote environmental responsibility and social justice are more likely to build strong and sustainable relationships with stakeholders.

The findings also suggest that the adoption of green marketing strategies can encourage innovation in waqf management. Institutions may develop new investment models, such as green sukuk-backed waqf projects or environmentally friendly business ventures supported by waqf funds. Moreover, the integration of green marketing strategies contributes to the alignment between Islamic philanthropic activities and global sustainability agendas. By supporting environmental and social initiatives, productive waqf can contribute to the achievement of Sustainable Development Goals (SDGs). Overall, the results of this study demonstrate that green marketing represents a promising

strategy for enhancing the impact of productive waqf. By integrating sustainability values and the principle of *maslahah*, waqf institutions can strengthen their role in promoting inclusive economic development, environmental sustainability, and long-term social welfare.

CONCLUSION

This study concludes that the integration of green marketing principles into the management of productive waqf offers a strategic approach for strengthening the role of Islamic philanthropic institutions in supporting sustainable development. Green marketing provides a framework that emphasizes environmental responsibility, ethical values, and long-term social impact. Within the context of productive waqf, this approach allows philanthropic institutions to promote initiatives that simultaneously address economic, social, and environmental challenges. The findings indicate that productive waqf has significant potential to contribute to sustainable development when managed through innovative and responsible marketing strategies. By highlighting the environmental and social benefits of waqf-based projects, institutions can increase public awareness regarding the broader impact of waqf beyond traditional charitable activities. This transformation enables waqf to become a dynamic instrument for socio-economic development. Furthermore, the implementation of green marketing strategies can enhance public trust in waqf institutions. Transparent communication, sustainability-oriented narratives, and clear reporting of environmental and social outcomes can strengthen institutional credibility. Increased trust from the public is essential for encouraging greater participation in waqf programs and expanding the impact of philanthropic initiatives.

The study also demonstrates that the use of digital platforms plays a crucial role in promoting productive waqf initiatives. Digital communication channels allow waqf institutions to reach wider audiences and provide accessible information regarding the management and impact of waqf funds. Through digital engagement, institutions can effectively communicate their sustainability commitments and attract younger generations who are increasingly concerned with environmental issues. Another important conclusion is that the integration of sustainability values within waqf marketing strategies aligns closely with the ethical foundations of Islamic economics. The concept of *maslahah*, which emphasizes public welfare and the prevention of harm, provides a strong normative framework for developing marketing approaches that prioritize long-term societal benefits. By applying the principle of *maslahah*, waqf institutions can ensure that their marketing activities are not solely focused on increasing financial contributions but also on promoting ethical awareness and social responsibility. This approach reflects the holistic nature of Islamic economic principles, where economic activities are expected to generate benefits for both individuals and society as a whole.

The research also emphasizes the need for continuous public education regarding the role of productive waqf in sustainable development. Many members of society still associate waqf primarily with traditional religious functions. Educational initiatives are therefore necessary to broaden public understanding of the potential of waqf as a sustainable financial instrument. Moreover, the integration of green marketing into productive waqf management can strengthen the global relevance of Islamic social finance. By supporting environmentally responsible and socially inclusive initiatives, waqf institutions can contribute to global sustainability agendas while maintaining their distinctive ethical foundations. The adoption of green marketing strategies based on the principle of *maslahah* represents a promising model for enhancing the effectiveness and sustainability of productive waqf. This approach enables Islamic philanthropic institutions to play a more active role in addressing contemporary social and environmental challenges while promoting inclusive and sustainable economic development.

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