

## Feasibility of the Qiblah Craft Mukena Business at Cikarang Festival: Opportunities and Challenges

**Yuli fitriyani<sup>1\*</sup>, Tiara Permata Sari<sup>2</sup>, Desiana Indah Nuraini<sup>3</sup>, Fitria Wulan Aprillianti<sup>4</sup>,  
Moh Rony Hidayah<sup>5</sup>, Rifqi Andriana N<sup>6</sup>**

<sup>1,2,3,4,5,6</sup>Universitas Pelita Bangsa

Email: fitriyani.112110575@mhs.pelitabangsa.ac.id

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### Abstract

A feasibility study of the mukena business at the Cikarang Festival (Cifest) shows promising market potential, along with the growing population and industrial sector in the area. With a predominantly Muslim population and a growing demand for practical, high-quality products, the mukena business has potential for growth. Financial analysis indicates positive profit prospects, but challenges such as intense competition, economic fluctuations, and the need to meet diverse design preferences are factors that need to be considered. Overall, with the right marketing strategy and efficient management, the mukena business at the Cikarang Festival (Cifest) can be considered feasible and has the potential for long-term growth.

**Keywords:** Opportunities, Challenges, Business Feasibility Studies, Marketing Strategy, Fashion Industry

### Introduction

The mukena (prayer robe) is a crucial garment for Muslims, especially women, during their prayers. The need for mukena extends beyond its practical function to include aesthetics, material quality, and designs that align with contemporary Muslim fashion trends. Cikarang Festival (Cifest), as an industrial and residential area dominated by Muslims, offers promising market potential for the development of the mukena business. This creates significant business opportunities, particularly in the Muslim fashion industry, including mukena. Economic growth and awareness of Islamically-compliant appearances are driving the increasing demand for high-quality mukena with attractive designs.

The mukena is a prayer garment for Muslim women, typical of Indonesia. In Islam, there are no specific rules regarding what clothing should be worn for prayer, only general principles that prayer clothing should cover the aurat (awrah) and be free from stains or dirt. Regarding covering the aurat (awrah) according to Islamic law, the concept of Muslim fashion design is discussed by Surtiretna, Nina, Rufaidah, Anne (1995) in Kurniawan & Indriati (2010: 47). It covers the head, hair, neck, chest, and entire body except the face and hands (Bilqis et al., 2020)

Qiblah Craft exists as a spiritual platform that connects humans with the Most Holy Being through works of worship. Each of our products is designed not simply as a prayer tool, but as a medium for spiritual transformation that guides each individual towards the perfection of worship. Just as the direction of the Qibla always points to a central point,

Qiblah Craft carries the mission of guiding each customer to focus, reverence, and instilling total awareness in every spiritual movement.

Qiblah Craft prioritizes quality in creating all its products. The materials used are premium. Because of the use of premium materials, Qiblah Craft products are relatively expensive. Qiblah Craft's advantages include good and soft product quality, products not found on the market, unique product designs, and Functional, product packaging with embroidered motifs tailored to the product.

The innovation of a multifunctional prayer robe bag that can be converted into a prayer mat represents a creative breakthrough in the contemporary Muslim fashion industry. This design combines practicality and spirituality, with the prayer robe bag constructed from high-quality materials, easy to fold, and featuring special details that allow for quick transformation from bag to prayer mat. With modern textile technology and ergonomic design, this transformative prayer robe bag meets the needs of Muslim women who desire functional, aesthetic, and spiritually meaningful products, while also addressing the challenges of a dynamic and fast-paced urban lifestyle.

Kasmir and Jakfar (2013) explain that determining the feasibility of a business can be seen from various aspects. Each aspect must meet a certain standard of value, but the owner's decision should not be based solely on one aspect. The assessment to determine feasibility must be based on all aspects that will be assessed later (Yuniasari, 2024). Promotion is part of marketing and is one of the main activities carried out by entrepreneurs to maintain the continuity of their businesses, grow and generate profits. Business success is measured in terms of profit and satisfaction (Nofa et al., 2023). The feasibility study of the mukena business at the Cikarang Festival (Cifest) not only considered market aspects but also included a comprehensive analysis of operational, marketing, financial, and human resource aspects.

The mukena is not simply a covering for women. It is worn as clothing to enhance one's appearance, making them appear fashionable and attractive. Mukena are increasingly popular in shopping centers. This mukena business is one with a very low risk of loss because it is a product that is durable and does not spoil (Yuniarti & Si, 2018).

## Method

This research uses a descriptive case study method, focusing on a single case in intensive and detailed detail. This study aims to analyze the feasibility of the Qiblah Craft business. The analysis focuses on operational, marketing, human resources, and financial aspects. The results will be analyzed descriptively in tabular form.

## Results and Discussion

### 1. Operational Aspects

Operationally, Qiblah Craft will demonstrate its ability to maintain product quality by utilizing modern textile technology and ergonomic designs that meet consumer needs.

- Operating Hours  
Open daily from 10:00 AM to 10:00 PM WIB
- Product Types:

1. Premium rayon prayer robes
2. Premium silk prayer robes
3. Premium parachute prayer robes

## 2. Marketing Aspects

Marketing is one way to increase business competitiveness. Currently, many MSMEs market their products online, relying on internet technology (Kurnia Lestari & Krisnaningsih, 2022). Qiblah Craft's business offers various marketing strategies, including:

- Target Market

One of the target markets it will serve is Muslim women, from teenagers to adults. We will convince consumers by penetrating and dominating the market first so that when consumers purchase our products, they are guaranteed quality, from the selected materials to the neatness (Yuniarti & Si, 2018). Qiblah Craft targets Muslim teenagers and adults and can capitalize on the preferences of each segment.

1. Muslim teenagers (13-19 years old) tend to look for mukena with modern designs, bright colors, and affordable prices, often influenced by social media trends. Meanwhile,
2. Muslim adult women (20-40 years old) prioritize quality, comfort, and elegant designs that are practical for daily worship or important occasions.

By understanding the needs of these two groups, mukena businesses can offer a varied product range and utilize digital marketing to reach consumers more effectively.

- Price

The price offered ranges from Rp. 93,000 to Rp. 188,000, comparing prices with similar products and competitors to remain competitive, especially for the upper middle class.

- Promotion

1. Qiblah Craft's sales promotion utilizes social media. Utilizing digital platforms to expand reach and interaction with consumers. Qiblah Craft's products are marketed through digital platforms such as Facebook, Instagram, and TikTok. Social media allows businesses to reach a wider audience by creating engaging, shareable content and interacting directly with customers. Besides being more affordable than traditional advertising, social media promotions also allow for specific audience targeting, effectively increasing sales and expanding business reach.
2. Live streaming on all social media platforms, especially TikTok, provides entrepreneurs with the opportunity to interact directly with their audience, showcase their products, and explain product details comfortably.
3. Participating in fashion bazaar events increases awareness of Qiblah Craft's prayer robes.
4. Collaborating with influencers to increase product visibility and appeal.
5. Sharing tips on choosing the right prayer robe for your needs, whether for praying at home or at the mosque.

6. Give a Challenge: Create a Mukena for Eid or a Special Event: invite the audience to participate in the challenge of creating a special mukena creation for Eid or a special event

### 3. Human Resources Aspects

Traditional mukena are generally made by local artisans on a home scale, using traditional weaving techniques and natural materials such as cotton or silk. However, in recent decades, technological advances and market developments have encouraged mukena production to become more organized and structured as part of an industry (Fitria & Kusuma, 2024).

In the Qiblah Qraft mukena business, qualified human resources are a key factor in supporting product quality and customer service. From design and production to marketing, each step requires skill and in-depth knowledge of fashion trends, materials used, and market needs. Therefore, continuous training and skills development for employees are essential to maintaining the quality and innovation of mukena products. With effective human resource management, the mukena business can thrive, compete in the market, and remain relevant amidst rapidly changing trends.

## Conclusion

Based on the research results, the jebew noodle business in Tambun was declared feasible because it met both financial and non-financial feasibility criteria. The financial analysis showed that the business has promising profit potential with measurable initial capital, effective operational cost management, and a stable and increasing revenue level. Non-financial aspects also support the business's success, such as its well-established legal standing, strategic location, use of modern technology, innovative marketing strategies through social media and online applications, and human resource management that prioritizes employee training and well-being. The combination of innovation in product flavors, environmental sustainability, and support for the local community further strengthens this business's position in the market. For further research, a more in-depth analysis of business risk management is recommended, particularly in the face of market competition and fluctuating raw material prices.

Furthermore, a study on the social and environmental impacts of this business could provide a more comprehensive picture. Further research on product diversification and the adoption of more advanced technology is also crucial to support business expansion and improve operational efficiency in response to growing market demand. The conclusion of the research on the mukena business at the Cikarang Festival (Cifest) is that this business has significant market potential and opportunities for growth, especially due to the high demand from the majority of the Muslim population seeking quality, practical, and aesthetic products. Qiblah Craft, as one of the business players in this sector, offers unique innovations such as multifunctional mukena bags that can be converted into prayer mats. This product not only meets the needs of a dynamic modern lifestyle but also provides deep spiritual value. However, challenges such as intense competition in the Muslim fashion industry, economic fluctuations that affect consumer purchasing power, and diverse design preferences require

special attention. To overcome these, innovative marketing strategies, efficient resource management, and team skills improvement in product management and development are needed. Financially, this business shows positive profit prospects, but its success depends heavily on the ability to continue to innovate and adapt to market needs. With the right strategy, the mukena business at the Cikarang Festival (Cifest), especially that run by Qiblah Craft, can become a sustainable and competitive business in the Muslim fashion industry, providing economic benefits while supporting consumers' spiritual needs.

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