

## ABSTRACT

*The vast expanse of Indonesian waters holds a wealth of marine resources, ranging from marine plants to living organisms, including shrimp. This potential undoubtedly provides opportunities for humans to earn a livelihood, such as shrimp farming. However, this potential should be accompanied by sustainable environmental conservation efforts to prevent adverse impacts on the marine ecosystem. Currently, however, this is not balanced with environmental awareness and food security.*

*This study aims to identify and analyze factors influencing green competitive advantage. It begins with a shared vision of environmental awareness, which is then translated into proactive green strategies as a step towards demonstrating the organization's green identity.*

*The research focuses on three objects in the fisheries sector: BBPABP Jepara, CV Hadid Mukti Karya Semarang, and BBIAPL Semarang, with the respective key informants being a chief planner, business owner, and coordinator, using qualitative research methods.*

*This research reveals that green shared vision and green organizational identity are the initial foundation for the three studied objects to build sustainability. These green shared vision and green organizational identity are then realized in the form of proactive environmental strategies, such as BBPABP Jepara and BBIAPL Semarang implementing IPAL, CPIB, and CBIB certifications, while CV Hadid Mukti Karya adopts a zero-waste product strategy and pond recycling. It is from these proactive green strategies that green competitive advantage can be influenced. Achieving this green competitive advantage is not easy. Much still needs to be improved to sell products with the best quality without damaging the existing environmental ecosystem.*

**Keywords:** *Green Shared Vision, Proactive Environmental Strategy, Green Organizational Identity, Green Competitive Advantage.*