

ABSTRAK

Batik merupakan kain khas Indonesia yang sudah diakui oleh UNESCO, kita sebagai generasi milenial yang menilai kain batik itu cocok untuk orang tua tetapi kain batik jika didesain bagus dimodel bagus itu juga cocok atau bagus untuk generasi milenial maka dari itu kita sebagai generasi milenial harus tetap menjaga citra kain batik agar tetap baik dan menjadi kain khas kebanggaan Indonesia. Disini salah satu faktor yang dihadapi oleh UMKM Batik yaitu pengelolaan limbah dan penjagaan lingkungan, dalam perusahaan atau UMKM Batik pengelolaan limbah adalah faktor utama yang sangat penting dan harus diperhatikan karena hal tersebut bisa mencemari lingkungan yang ada disekitar perusahaan. *Environmental Performance* adalah faktor penting dan harus diperhatikan dalam perusahaan atau UMKM Batik karena apabila *Environmental Performance* tidak diperhatikan maka dapat menurunkan citra dan nama baik perusahaan atau UMKM batik, sehingga dalam meningkatkan *Environmental Performance* perlu didukung adanya *Environmental Transformational Leadership* dan *Organizational Citizenship Behavior Toward Environment*. Jika *Environmental Transformational Leadership* dan *Organizational Citizenship Behavior Toward Environment* sudah dilakukan dengan baik dan benar maka *Environmental Performance* perusahaan atau UMKM Batik pun meningkat maka citra kain khas Indonesia tetap terjaga karenalimbahnya sudah diolah dengan benar dan tidak mencemari lingkungan yang ada disekitar perusahaan atau UMKM Batik.

Kata Kunci : *Environmental Transformational Leadership*, *Organizational Citizenship Behavior Toward Environment* dan *Environmental Performance*.

ABSTRACT

Batik is a typical Indonesian cloth that has been recognized by UNESCO, we as millennials think that batik cloth is suitable for parents, but if it is well-designed and well-modelled, it is also suitable or good for the millennial generation, therefore we as millennials must maintain image of batik cloth in order to remain good and become a distinctive cloth of Indonesian pride. Here one of the factors faced by Batik SMEs is waste management and environmental protection, in companies or Batik SMEs waste management is a very important main factor and must be considered because it can pollute the environment around the company. Environmental Performance is an important factor and must be considered in companies or Batik SMEs because if Environmental Performance is not considered, it can reduce the image and good name of batik companies or SMEs, so that in improving Environmental Performance it is necessary to support the existence of Environmental Transformational Leadership and Organizational Citizenship Behavior Toward Environment. If the Environmental Transformational Leadership and Organizational Citizenship Behavior Toward Environment have been carried out properly and correctly, the Environmental Performance of the company or Batik UMKM will also increase, the image of typical Indonesian fabrics is maintained because the waste has been processed properly and does not pollute the environment around the company or Batik UMKM.

Keywords : *Environmental Transformational Leadership, Organizational Citizenship Behavior Toward Environment and Environmental Performance*