

ABSTRAK

Usaha Mikro Kecil dan Menengah (UMKM) secara merata tersebar di seluruh Indonesia, salah satunya yaitu di Kota Demak dengan membuat usaha Batik Khas Demak dengan menggunakan aksesoris motif khas Kota Demak. Seperti, Jambu dan Belimbing, Glagahwangi, Masjid Agung dan ornamennya, Sisik, dll. Jumlah pelaku usaha batik yang berada di Kota Demak ditahun ini semakin menurun. Oleh sebab itu pemberdayaan untuk UMKM Batik sangat diperlukan. Tujuan dari penelitian ini untuk mendeskripsikan dan menganalisis *Environmental Performance* di UMKM Batik Demak oleh Dinas Perdagangan dan Koperasi Kota Demak. Penelitian ini menggunakan deskriptif kuantitatif dengan menyebarkan kuesioner kepada 100 responden karyawan batik di Kota Demak. Dengan pengambilan sampling *Proporsional Random Sampling* yang merupakan pengambilan sample proporsional dilakukan dengan mengambil sample dari masing – masing UMKM Batik yang ada di Kota Demak. Metode analisis ini menggunakan *Software SmartPLS*. Hasil dari penelitian ini menunjukkan bahwa terdapat hubungan dan pengaruh positif dan signifikan antara *Organizational Environmental Policy*, *Environmental Transformational Leadership*, *Environmental Training* dan *OCB Toward Environment* terhadap *Environmental Performance*. Yang dimaksud yaitu jika ingin meningkatkan *Environmental Performance* maka memerlukan adanya *Organizational Environmental Policy*, *Environmental Transformational Leadership*, *Environmental Training* dan *OCB Toward Environment*. Apabila semua dipraktikkan oleh UMKM Batik Demak dengan baik dan benar, maka *Environmental Performance* akan optimal dan tidak merusak citrabatik dengan merusak lingkungan akibat limbah yang dibuang sembarangan, sehingga mencemari lingkungan sekitar.

Kata Kunci : *Organizational Environmental Policy*, *Environmental Transformational Leadership*, *Environmental Training*, *OCB Toward Environment* dan *Environmental Performance*.

ABSTRACT

Small and Medium Micro Businesses (UMKM) are evenly spread throughout Indonesia, one of which is in the City of Demak by making Batik Typical Demak businesses using the accent motifs typical of the City of Demak. Such as, Guava and Starfruit, Glagahwangi, the Great Mosque and its ornaments, Scales, etc. The number of batik business actors in the City of Demak this year is decreasing. Therefore, empowerment for Batik SMEs is very necessary. The purpose of this study is to describe and analyze the *Environmental Performance* in MSME Batik Demak by the Department of Trade and Cooperatives of Demak City. This study uses quantitative descriptive by distributing questionnaires to 100 respondents of batik employees in the City of Demak. By taking Proportional Random Sampling which is a proportional sampling, it is done by taking samples from each Batik UMKM in the City of Demak. This analysis method uses SmartPLS Software. The results of this study indicate that there is a positive and significant relationship and influence between *Organizational Environmental Policy, Environmental Transformational Leadership, Environmental Training and OCB Toward Environment on Environmental Performance*. What is meant is that if you want to improve Environmental Performance, you need an *Organizational Environmental Policy, Environmental Transformational Leadership, Environmental Training and OCB Toward Environment*. If everything is practiced by UMKM Batik Demak properly and correctly, then the *Environmental Performance* will be optimal and will not damage the image of batik by damaging the environment due to waste that is thrown carelessly, thus polluting the surrounding environment.

Keyword : *Organizational Environmental Policy, Environmental Transformational Leadership, Environmental Training, OCB Toward Environment and Environmental Performance.*