ABSTRAK

Batik adalah kain identitas Indonesia sehingga kita harus menjaga citranya agar tetap baik, Salah satu hal yang dihadapi oleh UKM Batik adalah pengolahan limbah dan penjagaan terhadap lingkungan , dalam perusahaan pengolahan limbah adalah faktor yang sangat penting dan harus di perhatikan karena bisa mencemari lingkungan. *Environmental Performance* adalah faktor yang sangat penting yang harus di perhatikan dalam perusahaan Batik karena apabila tidak diperhatikan akan menurunkan citra batik tersebut, sehingga dalam peningkatan *environmental performance* kita memerlukan adanya *Organizational Environmental Policy, Environmental Belief, Environmental training dan OCB Toward Environmenta.* Apabila semua dilakukan oleh UKM/ perusahaan dengan baik dan benar maka *Environmental performance* akan meningkat sehingga citra batik pun ikut baik karena limbahnya tidak mencemari lingkungan.

Kata Kunci : *Organizational Environmental Policy, Environmental Belief, Environmental training, OCB Toward Environmenta dan Environmental performance*

ABSTRACT

Batik is the fabric of Indonesian identity so we must maintain its good image. One of the things faced by Batik SMEs is waste management and environmental protection. In a waste management company, it is a very important factor and must be considered because it can pollute the environment. Environmental Performance is a very important factor that must be considered in a Batik company because if it is not considered it will degrade the image of the batik, so that in improving environmental performance we need an Organizational Environmental Policy, Environmental Belief, Environmental training and OCB Toward Environment. If everything is done by SMEs/companies properly, the environmental performance will increase so that the image of batik will also be good because the waste does not pollute the environment.

Keywords : Organizational Environmental Policy, Environmental Belief, Environmental training, OCB Toward Environmenta dan Environmental performance