MODEL OF GREEN ECONOMY IMPLEMENTATION IN BATIK BUSINESSES IN SEMARANG CITY (STUDY IN BATIK KAMPUNG, SEMARANG CITY)

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Abstract

Green economy as a concept has been rolled out by various international institutions. It is not something new in the context of sustainable development, because Indonesia has been considering the importance of sustainable development. Various government efforts were made to maintain the growth and survival of SMEs in order to survive, SMEs in Indonesia have a large contribution to economic growth and have proven unassailable in economic crises. As one of the tourist destination cities in Central Java Province, Semarang City has the potential in developing SMEs, especially SMEs that have special characteristics and bring regional local wisdom. Batik is one of the superior products owned by each district and city in Central Java, which is managed by many SMEs.

Waste produced by batik artisans is a special concern of the government, especially in terms of the sustainability of the ecosystem, and it is becoming a concern in terms of environmental pollution. Nowadays, sustainability is the main concern for everyone from every field of society such as Policy makers, Researchers, Entrepreneurs and Corporate leaders to find every effective solution in the context of climate change.

In this research, we have collected secondary data needed from various journals, articles and websites. In the previous study, the function of green business and green Human Resources Management activities were considered separately towards organizational sustainability, so that the batik business remained in demand, and the waste process produced by batik could be managed properly and the implementation of green economy in the batik business had a positive impact on batik sales in the city of Semarang, especially in the batik village. The research method used is the descriptive qualitative method. The research location was in Kampung Batik Semarang City. Data mining techniques will be carried out by observation, structured interviews, while the determination of informants using snowball techniques. The method for identifying problems uses structured interviews with batik craftsmen, consumers, and related local governments as policy makers, and approaches in socio-economics.

Keywords: Implementation Model, Green Economy, Batik Entrepreneurs.