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HOW THE ISLAMIC GREEN KNOWLEDGE DRIVEN THE RECONSTRUCTION ON THE GREENING ORGANIZATION IN SMES BATIK INDUSTRY?

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Abstract

The objective of this paper is to explore the process how the Islamic Green Knowledge (IGK) driven the reconstruction the greening of organization (GO) in SMEs batik industry. This research used anthropological method on SMEs batik industry in Pekalongan city, Central Java, Indonesia. The qualitative analysis method and social-psychology construction approaches used in this research. The data collected by observation-participatory research, interview and documentation since 2012 until 2014. The reconstruction on greening organization in SMEs batik industry has been done by implementation of Islamic green knowledge. It's similar with the discussion about the process of self-healing when the batik entrepreneur faced the problem represented on several behavior: trust, hospitality and hard worker. This paper shows the research and managerial implication. For research implication, our analysis suggested that the self healing (SH) in batik management industry reflects on Islamic Green Knowledge (IGK) as cultural values and religious beliefs which included human resource management, innovation of production, and marketing and represented on several behavior included trust, hospitality and hard worker. For managerial implication, the movement of environmentalism influenced the mindset and management of business.

Keywords: *batik industry, greening organization, Islamic green knowledge, reconstruction*

Introduction.

SMEs are crucial importance to the Indonesia economy and have a significant contribution involved job market, product and innovation. Small and medium sized enterprises can gain a competitive advantage and create sustainable business by adopting environmental good practices.¹ The introduction of pro-active "green" strategy within SMEs is problematic for two major reasons.

First, it requires resources and skills that, in many cases, are not available in SMEs. Second, at present it can hardly be justified from an economic and a competitive viewpoint, since management has to invest significant financial resources (new equipment, training, creation of new skills etc) without any certain returns in the short/ medium term. It must be remembered that most customers do not yet wish to pay a premium price for environmentally friendly products/ processes, while it is very difficult for SMEs to publicize their efforts in

¹Mike Simpson, Nick Taylor, N., and Karen Barker (2004), "Environmental Responsibility in SMEs: Does It deliver Competitive Advantage", *Business Strategy and the Environment*, 13,3, ProQuest, DOI 10.1002/bse 398, p. 156

the environmental field to external stakeholders, thus often creating problems in terms of “green” image.²The greening of organizations often consist of changes in technology and competencies³; in managerial technologies as environmental management systems. ⁴

This paper draw attention to describe the process of greening of organizational culture as well as self healing in SMEs batik industry at Pekalongan City, Central Java, Indonesia and the contribution to the mode of thinking to drive the industry performance. Win-win and eco-efficiency approaches to environmental management that focus on cost benefits from environmental improvement in business have been widely promoted in recent years. Environmental issues are increasingly recognized by the public and industry. Win-win approaches to environmental management in businesses have ground since the 1990s, with an increasing emphasis on the efficiency and productivity gains to be made from environmental measures. From 1990s, resource efficiency projects have been developed in a number of countries to demonstrate the environmental and financial benefits of pollution prevention.⁵It is not only necessary for companies to adopt proactive strategies to undertake environmental management, but also important for them to change their business models and managerial mindsets to take advantage of green opportunities and to stimulate green innovation in the environmental era.⁶The rise of the Greens as political force was sustained by the un-precedented increase in concern for the environment. Environmentalism has been as one enduring manifestation of the “post-materialist” revolution in values that swept the Western world in the wake of increased affluence, participation in higher education, and relative geopolitical stability. However, to see environmentalism solely in this light is to

² As cited from Bianchi and Noci 1998, Daniel Perez-Sanchez, J.R. Barton, and D. Bower (2003), “Implementing Environmental Management in SMEs”, *Corporate Social Responsibility and Environmental Management*, Jun, 10, 2, ProQuest, DOI: 10.1002/csr.37, p. 73

³S. Hart (1995), “A Natural Source Based View of The Firm”, *Academy of Management Review*, 20 (4): 986-1014

⁴Jennings D, Zandbergen P. (1995), “Ecologically Sustainable Organizations”, *Academy of Management Review*, 20(4)

⁵Debbie Millard, (2011). “Management Learning and the Greening of SMEs: Moving Beyond Problem-Solving”, *German Journal of Research in Human Resource Management*, 25 (2), DOI 10.1688/ 18620000, p. 178

⁶Ching-Hsun Chang, and Yu-Shan Chen (2012), “The Determinants of Green Intellectual Capital”, *Management Decision*, Vol. 50, No.1.

ignore the extent to which, especially for the world's poor, environmental issues are often fundamentally materialist issues of physical survival, safety and sustenance.⁷

Under the huge change, it is not only necessary to adopt a preventive approach to environmental pollution to protect the environment, but also important to improve business model and management thinking to stimulate the green opportunities and innovations. The concepts of environmental management, such as green design, green marketing, green products and green production, are now being developed in order to conquer the challenge from the popularity of environmentalism. Hence, environmental management is more important within organizations and it is becoming a crucial part of business management.⁸

In recent years, the discipline of economics has come to be blamed for skewering intellectual progress by its reliance on simplistic and mathematically biased assumptions and its abandonment of reality and empirical challenge with a flight to theoretical elegance.⁹ The new paradigm of business development within the environmental caring such green organizational culture very helpful to solve the gap between economy sustainability with sustainable environment.

This paper is organized as follows. We start by briefly presenting the theoretical backdrop for our study. In the second part, the description of the context of our study and our methodological grounding. This sets the story how green organization as a result from organizational learning was produced and enacted in the context of industry. In the next section, we underline how the organization's greening contribute to the reconstruction of think of batik entrepreneurs, which in turn contribute to environmental stewardship. Finally, by way of conclusion, through a constructivist approach, we can understand how the process of greening occurred.

⁷Christopher Rootes. "It's not easy being green: Green parties: From Protest to Power", *Harvard International Review*, Winter 2002: 23,4, ProQuest, pp. 78

⁸Yu-ShanChen (2011), "Green Organizational Identity: Sources and Consequences", *Management Decision*, Vol. 49 No. 3, DOI 10.1108/0025741111120761, pp. 385

⁹Ken Green Barbara Morton and Steve New. (2000), " Greening Organizations", *Organization and Environment*, Jun, 13, 2, ProQuest, p. 208

Theoretical Framework

During the past decade, environmental concerns have increasingly pervaded the popular and academic management literature. Deteriorating environmental quality, along with the widespread acknowledgement that business can play a significant role in advancing us towards a more sustainable society, have led management scholars increasingly to question how organizations might be “greened”.¹⁰

A. How Islamic Green Knowledge sound?

The weak point of modern epistemology, lies in two aspects; first on epistemology construction that rests on ontological foundation, which only limits on the reality of the material. Then the methodological aspects that relies on empirical rational approach and methods of observation. In the aspect of the principle of modern knowledge axiology free values or value-free, making it less attention to ethical rules and moreover aesthetics aspect.

Second, as the impact of the independent ethical values of knowledge, making the modern knowledge is applied as a tool of exploitation of the potential of anything that can be profitable and the good life for humans. Applications are free of ethical values that drive this kind of deviant behavior in the context of human and environmental damage. The first weak point is in the region of pure knowledge, and the second aspect in the area of knowledge applied. Historically, green knowledge can be said to be a form of knowledge that comes from God, given through the intermediary of the Prophet Khidr (the Green Prophet). Khidr is one of four prophet who believed in Islamic tradition alive; Prophet Idris, Ilyas and Isa. The existence of Khidr that provide science spiritual perspective to Moses immortalized by God in the letter al-Kahf: 65-80.¹¹

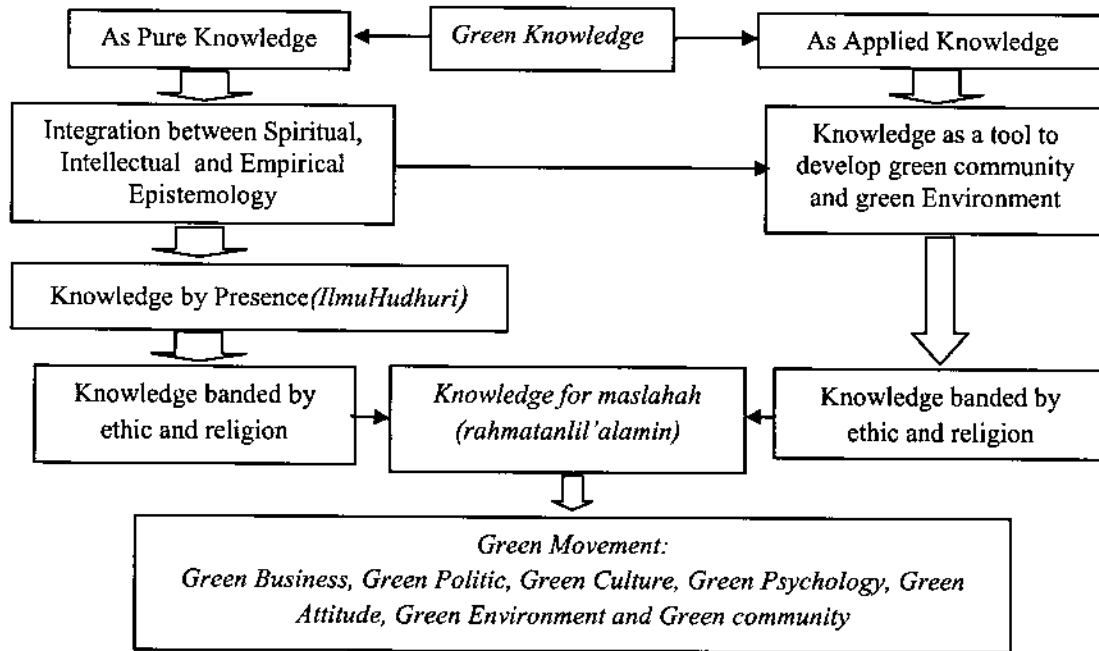
The axiological meaning or application of knowledge, green knowledge is knowledge that is used as a tool to promote the establishment of environmental governance is green. Green environment is preserved and protected environment preservation of

¹⁰Lloyd C. Harris and Andrew Crane (2002), “The Greening of Organizational Culture: Management Views on the Depth, Degree and Diffusion of Change”, *Journal of Organizational Change Management*, 15, 3, ProQuest, p. 214

¹¹Imam Kanafi, I (2016), “Islamic Green Knowledge:ParadigmaEpistemologi Integratif Untuk Islamic Studies Kontemporer”, *International Conference on Reconstruction of Islamic Epistemology*, Muhammadiyah University of Surakarta, Solo, p. 4

habitats and ecosystems, so as to provide maximum benefits in the life of the universe. Symbolically, green knowledge refers to the meaning of green, which symbolizes coolness, peace and harmony. So it can be interpreted as a green philosophical knowledge is science-oriented perspective on the creation of the human condition that is peaceful, secure, coolness and harmony. A state is a yearning of every human being in this world, which is becoming a global humanitarian issue.¹²

Figure 1.
Green Knowledge Model



B. Why greening organization?

The new concept of environmental management –green organizational identity- help the companies enhance their green innovation performance to take advantage of the environmental trends.¹³ Learning, on the individual and group level, becomes necessary for the success and survival of organization. Therefore, the change process has shifted its focus from developing new products and technologies to the behavioural aspect of change

¹² Imam Kanafi, I (2016), "Islamic Green Knowledge Paradigma Epistemologi Integratif Untuk Islamic Studies Kontemporer", *International Conference on Reconstruction of Islamic Epistemology*, Solo, p. 4-5

¹³ Ching-Hsun Chang and Yu-Shan Chen, (2013), "Green Organizational Identity and Green Innovation", *Management Decision*, Vol. 51, No. 5, DOI 10.1108/MD-09-2011-0314, p. 1056

and to attitudes about change.¹⁴The change must happen to adapt to the business environment, as well as dealing with internal integration challenges.¹⁵

The organizational life and decision making are so imbued with emotional subtext that it is impossible to separate emotion from cognition.¹⁶ Sense-making and emotion approaches share a common thrust in displaying human actions in terms of meaning-making and social interaction. Although one might think of these approaches as different versions of interpretative theories, Georg, S and Fussel L, (2000) prefer to think of them as providing different aspects to the question of how people make sense in organizational settings and more generally how to account for human action.¹⁷

Involving the learning process in sense-making of organization, the cognitive and behavioral changes have been another part which happened the greening organization in SMEs. The cognition and behavior represent two different phenomena, which are not necessarily reflective of each other. Changes in behavior may occur without any cognitive change and cognitive change may occur without changes in behavior. Action taking may reflect a need to do something rather than being symptomatic of any new understanding.¹⁸ Many green writers argue that organizations will have to engage in dramatic culture change in order to respond to environmental challenges.¹⁹

First, human resources are one of the most often cited reasons by SMEs as obstacle against adopting green management. For adopting and implementing green initiatives to

¹⁴ As cited from Bergquist, 1993, Alas, R. (2009), "The Impact of Work-Related Values on the Readiness to Change in Estonian Organization", *Journal of Business Ethics*, Vol.86, pp. 113

¹⁵ As cited from Schein, 1984 & 1986, Tomei, P. A. and Ferrari, P.J. (2010), "Cultural Management in Family Business", *Brazilian Business Review*, Vol.7, p. 27

¹⁶ As cited from Fineman, 1993, Susse Georg, and LanniFussel (2000), "Making Sense of Greening and Organizational Change", *Business Strategy and the Environment*, May/Jun, 9, 3, ProQuest, p. 177

¹⁷ Susse Georg, and LanniFussel (2000), "Making Sense of Greening and Organizational Change", *Business Strategy and the Environment*, May/Jun, 9, 3, ProQuest, p. 175

¹⁸ As cited from Fiol and Lyles 1985, Debbie Millard (2011). "Management Learning and the Greening of SMEs: Moving Beyond Problem-Solving", *German Journal of Research in Human Resource Management*, 25 (2), DOI 10.1688/ 18620000, p.182

¹⁹ Lloyd C. Harris and Andrew Crane (2002), "The Greening of Organizational Culture: Management Views on the Depth, Degree and Diffusion of Change", *Journal of Organizational Change Management*, 15, 3, ProQuest, p. 215.

succeed within a company, responsible personnel must be assigned, given the means to accomplish the task provided and allocated ample time available to perform the work.²⁰

One of the many ways of sustaining competitive advantage for small and medium sized enterprises (SMEs) is when employees, not only effectively interact with one another, but do so for the purpose of helping one another accomplish set tasks and responsibilities. The norms, beliefs and assumptions, which are essential components of an organization's culture, are learned by informal socialization processes such as attending organization-sponsored social and recreational events, spending time with colleagues, managers and subordinates and building relationships with mentors outside of work setting.²¹To carry out green management, employees must be inspired, empowered and environmentally aware for greening to be successful.²²

Second, the value of innovations in production refers to the improvement of product (good and service) as well as improvement on greening production. Innovation is that performed company to include market, technology and entrepreneurship.²³ It is important for companies to change the business models and managerial mindsets to stimulate green innovation in the environmental era.²⁴ Green innovation refers to hardware of software innovation that is related to green products or processes, including the innovation in technologies that are involved in energy-saving, pollution-prevention, waste recycling, green product designs or corporate environmental management.²⁵The one thing that's

²⁰Lee, Ki-Hoon (2009), "Why and How to Adopt Green Management into Business Organization: The Case Study of Korean SMEs in Manufacturing Industry", *Management Decision*, Vol. 17, No. 7., DOI:10.1108/002517409100978322, p. 1117

²¹Hakeem AdeniyiAjonbadi, Bashir AboabaMojeed-Sanni, and BisayoOluwatosinOtokiti (2015), "Sustaining Competitive Advantage in Medium-sized Enterprises (MEs) through Employee Social Interaction and Helping Behaviours", *Journal of Small Business and Entrepreneurship Development*, Vol. 3, No. 2, DOI: 10.15640, p. 1 & 4)

²²A cited from Callenbachet.al 1993, Lee, Ki-Hoon (2009), "Why and How to Adopt Green Management into Business Organization: The Case Study of Korean SMEs in Manufacturing Industry", *Management Decision*, Vol. 17, No. 7., DOI:10.1108/002517409100978322, p. 1106

²³Sihite, M., and Simanjutak, M. A. (2015), "The Competitive Strategy in Green Building for Indonesian Stakeholder's", *International Journal of Innovation, Management and Technology*, Vol. 6, No. 1, DOI: 107763/IJIMT, p. 10

²⁴ See Yu-ShanChen, Y.S and Ching-Hsun Chang (2012), "Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust", *Management Decision*, Vol. 50 No. 3. pp. 368-398; Sherry Robinson and Hans Anton Stubberud(2015), "Green Innovation and Environmental Impact in Europe", *Journal of International Business Research*, Vol. 14, No. 1, pp. 127.

²⁵See Chen et. al. in Yu-ShanChen, Y.S and Ching-Hsun Chang (2013), "Green Organizational Identity and Green Innovation", *Management Decision*, Vol. 51, No. 5, pp. 1058; Stanley Kam-Sing Wong, (2012), "The Influence of Green Product Competitiveness on the Success of Green Product Innovation", *European*

dominant on business development is innovation. The importance of innovation, embodied in new products, processes and systems, to long-term environmental improvement and especially to sustainability should be obvious. New patterns of sustainable living inevitably require new methods of production, using, for example, less energy and new methods of household delivery of services. Such changes are inconceivable without the availability of products designed on new principles and, in many cases, based on new technologies. Such new products and production methods are outcomes of innovation activities of organizations large and small.²⁶

Third, in order to respond to green needs of consumer, the notion of green marketing has been widely accepted in both of the practical and academic area.²⁷ Consumer pays more attention to the rise of environmental protection activities and the impact of industrial disasters such that consumer environmentalism is more prevalent and environmental regulations are stricter in the world.²⁸ Most of the people believe that green marketing means only promoting products with environmental characteristics such as recyclable, ozone friendly, eco-friendly, while those are just green claims.²⁹

Research Method

This paper is based on an anthropological method on SMEs batik industry in Pekalongan city, Central Java, Indonesia, 2012 until 2014. This research taking a constructionist approach allows for bringing the entrepreneur mindset, their employer, stakeholder, society by their interpretation and regulation within SMEs organization, to the fore of the analysis and for refocusing on reconstruction as greening dialogue. Following the collective data used by observation participatory research, in dept interview and

Journal of Innovation Management, Vol. 15, No. 4, pp. 468-490; Ming-Horng Weng and Chieh-Yu Lin, (2011), "Determinants of Green Innovation Adoption for Small and Medium-Size Enterprises (SMEs)", *African Journal of Business Management*, Vol. 5 (22), pp. 9154

²⁶Ken Green Barbara Morton and Steve New. (2000), "Greening Organizations", *Organization and Environment*, Jun, 13, 2, ProQuest, p. 216; He Huang, (2012), "The Green Innovation Modes in Enterprise Systems of SMEs", *Management and Engineering*, DOI: 10.5504/JE.2012.06.016, pp. 83-86

²⁷Yu-Shan Chen, Y.S and Ching-Hsun Chang (2013), "Towards Green Trust: The Influences of Green Perceived Quality, Green Perceived Risk and Green Satisfaction", *Management Decision*, Vol. 51, No. 1, DOI 10.1108/00251741311291319, p. 65

²⁸McIntosh, A. (1991), "The Impact of environmental issues on marketing and politics in the 1990s", *Journal of the Market Research Society*, Vol. 33, No. 3, pp. 205-217

²⁹Mourad, M. and Ahmed, Y.S.E. (2012), "Perception of Green Brand in an Emerging Innovative Market", *European Journal of Innovation*, Vol. 15 No. 4, DOI 10.110844601061211272402, p. 517.

documentation. The approach provided for a triangulation effect that used multiple sources of both primary and secondary data to investigate the situation.³⁰ Story living tradition between them give the notion how green knowledge develop the reconstruction of how the people interpreting the problem during they do their job linked to environmental attention.

Discussion

As traditional cloth, batik becomes an identity for Indonesian people. The economic life of Pekalongan city based on batik creative industry has become a tradition in the life of the people, passed down from generation to generation. Thus Pekalongan is widely known in Indonesia as the Batik City. The presence of various economic infrastructures such as batik market, batik villages and batik galleries all over the city, confirms that the economic life of the city is based on the art, craft and culture of batik.

SME with informal structures may be more open to adaptation work systems, which is often imperative when implementing an enterprise application. Medium-large enterprises that have more established work systems and role maybe less open to changing work systems and therefore, require the flexibility of an enterprise application that can be adapted to existing work systems.³¹To understand how such product and process innovation can be better directed toward green objectives, it has to take account of the many studies of product and process design, development and innovation, organizational culture, market.³²

³⁰R.K.Yin, (1994), *Case Study Research –Design and Methods, Applied Social Research Methods Series*, Vol. 5, Sage: London

³¹HeHuang, (2012), "The Green Innovation Modes in Enterprise Systems of SMEs", *Management and Engineering*, DOI: 10.5504/JE.2012.06.016, p. 84

³²Lloyd C. Harris and Andrew Crane (2002), "The Greening of Organizational Culture: Management Views on the Depth, Degree and Diffusion of Change", *Journal of Organizational Change Management*, 15, 3, ProQuest, pp. 214-234; Susse Georg, and LanniFussel (2000), "Making Sense of Greening and Organizational Change", *Business Strategy and the Environment*, May/June, 9, 3, ProQuest, pp. 179-185; Debbie Millard (2011). "Management Learning and the Greening of SMEs: Moving Beyond Problem-Solving", *German Journal of Research in Human Resource Management*, 25 (2), DOI 10.1688/18620000, pp. 178-195; Ken Green Barbara Morton and Steve New. (2000), "Greening Organizations", *Organization and Environment*, Jun, 13, 2, ProQuest, p. 216; HeHuang, (2012), "The Green Innovation Modes in Enterprise Systems of SMEs", *Management and Engineering*, DOI: 10.5504/JE.2012.06.016, pp. 83-86; Yu-ShanChen (2011), "Green Organizational Identity: Sources and Consequences", *Management Decision*, Vol. 49 No. 3, DOI 10.1108/0025741111120761, pp. 384-404; MahaMourad, and Yasser SeragEldin Ahmed (2012), "Perception of Green Brand in an Emerging Innovative Market", *European Journal of Innovation*, Vol. 15 No. 4, DOI 10.1108/44601061211272402, pp. 514-528; Ching-HsunChang and Yu-Shan Chen, (2013), "Green Organizational Identity and Green Innovation", *Management Decision*, Vol. 51, No. 5, DOI 10.1108/MD-09-2011-0314, pp. 1056-1070

Environmental organizational culture embedded within an organization provides the symbolic material from which the meaning with respect to environmental issues in the organization can be interpreted. In addition, environmental leadership can be thought as a symbol of organizational identity with respect to environmental issues, because it is a dynamic process where a leader of an organization affects the environmental issues. Thus, the antecedents of green organizational identity are two sources of symbol context – “environmental organizational culture” and “environmental leadership” – and its consequent is “green competitive advantage” which is described a non-imitable condition under which firms occupies some positions about environmental management or green innovation.³³ Culture has being an important key for changing the performance of business.

As long as we observed in the field, the building of Islamic Green Knowledge as reconstruction in batik management industry means social construction of cultural values and religious beliefs which included human resource management, marketing and innovation of production. For human resource management in SMEs of batik industry seems like in other countries. The relational dimension for social capital becomes important network. Based on their norm, their beliefs, and of course, their sanction described how the greening is built in SMEs. The essential point as a glue that maintain and support the relation is trustworthiness.

Table 1.
The Reconstruction Models

| No. | Philosophy Aspect | Construction | Reconstruction |
|-----|-------------------------------------|--|---|
| 1. | Ontology | The true reality is material or materialistic orientation | The true reality: God as metaphysical reality. The material as the manifest of God. |
| 2. | Epistemology or Method of Knowledge | Rationalistic positivistic humanistic. The ways based on anthropology and makes exploitation on human and natural resources. | Integration method of knowledge which consist on rationalistic, experimentalistic and intuitive. The ways based on teo-anthropocentric and makes the responsibility to God. |
| 3. | Axiology | Free value | Bound on ethic and religion |

³³Yu-ShanChen (2011), “Green Organizational Identity: Sources and Consequences”, *Management Decision*, Vol. 49 No. 3, DOI 101108002574111120761, pp. 386

From the table 1 the implementation of Islamic green knowledge can be understand as reconstruction on organization of batik industry. Islamic green knowledge not only represent of the relation between man and his God, but also about the relation between one man and others. The principle of *rahmatanlilalamin* can only be understood if one is able to give affection to others, even in business. Religion is one of the more frequently mentioned determinants of the moral values that underpin ethical standards.³⁴ Moreover, religious ethics is a blend of the traditional religious meaning and meanings found in common human experience. In its embodied state, religion share some common experiences with business: As institutions, both are effected by culture, live within history, are in search of self-understanding from other disciplines and are partial to concrete behavior.³⁵ Religion and business have a common stake in an ethic of embodiment because profit and perfection are matters measured by the quality of behavior.³⁶

The process of reconstruction in management batik industry present on several behavior. *First*, trust. Individual belief (i.e. trust) about another party affected how they behave in interactions with the referent of the belief.³⁷ Trust did not have a main effect on group processes and performance, but did moderate the relationship between group members' motivation and group processes and outcomes. Trust represents an expectation of cooperation that may make cooperation attractive and feasible.³⁸

Second, hospitality. Appealing to new customer segments include religious needs as an integral part of the hospitality industry. Production process, services, facilitate, marketing all as organized of religious activities.³⁹ Almost of the batik entrepreneur in Pekalongan City are Moslems, and they share a common religious and social way of life. Culture and religion as

³⁴Tisha L.N. Emerson and Joseph A. Mckinney (2010), "Importance of Religious Beliefs to Ethical Attitudes in Business", *Journal of Religion and Business Ethics*, Vol 1, Issue 2, p. 2

³⁵ John T. Leahy (1986), "Embodied Ethics: Some Common Concern of Religion and Business", *Journal of Business and Ethics (1986-1998)*, 5, 6, p. 466.

³⁶John T. Leahy (1986), "Embodied Ethics: Some Common Concern of Religion and Business", *Journal of Business and Ethics (1986-1998)*, 5, 6, p. 467.

³⁷ Kurt T. Dirks and Donald L. Ferrin (2001), "The Role of Trust in Organizational Setting", *Organization Science*, Vol. 12, No 4., p. 452

³⁸ As cited from Dirks 1999, Kurt T. Dirks and Donald L. Ferrin (2001), "The Role of Trust in Organizational Setting", *Organization Science*, Vol. 12, No 4., p. 457 & 458

³⁹Weidenfeld, A. (2006), "Religious Needs in The Hospitality Industry", *Tourism and Hospitality Research*, Vol. 6, No. 2, pp. 143-15.

important constructs in service quality.⁴⁰ Religion is known as a stable factor that influences consumer buying behavior, resulting in more demand on religious-related product and services.⁴¹ Therefore, human resource management is a very challenging proposition especially in the context of the emerging trends and changing paradigms in the industry and is consistently cited as the central concern for hospitality professionals.⁴²

Third, hard worker. Historically, batik not only as traditional man made or as social practiced but also about myth as belief that had strong relation with trust. By mystical culture, *batik* be trusted as medium of expression to conduct human world to god and goddesses world. Relationship between trust based on myth or religion with job see clearly when the family facing the risk or business problem.⁴³ There are many aspect used in batik processing, and color was part of them. The color plays an important role in batik making and as a result informed.⁴⁴

Conclusion

There are several contributions in this study. First, from the prior research we found that the movement of environmentalism influenced the mindset and management of business. In batik industry we found the opposite, since batik known, hundreds of years ago proves that the industry is able to survive due to management in accordance with the wishes of the stakeholders. Management may include human resource management, marketing and production management. Until now the pollution resulting from the production process of batik not to destroy the environment such water, because the material used to make batik, safe for environment. So it makes that the reconstruction about management through the greening in batik industry as an organization should to be done.

⁴⁰Gayatri, G., Hume, M., Mort, G.S. (2011), "The Role of Islamic Culture in Service Quality Research", *Asian Journal on Quality*, Vol. 12 No. 1, pp. 35-53.

⁴¹As cited from Nazlida&Mizerski, 2010,Salleh, N.Z.Md, Hamid, A.B.A, Hashim, N.H. and Omain, S.Z. (2014), "The Practice of Shariah-Compliant Hotel in Malaysia", *International Journal of Trade, Economics and Finance*, Vol.5. No. 1. p. 27

⁴²As cited from Enz, 2001 & 2009,Barwani, S., Butt, N. (2012), "Challenges for the Global Hospitality Industry: an HR Perspective, *Worldwide Hospitality and Tourism Themes*, Vol. 4. No. 2, p. 152

⁴³Susminingsih (2013), "Culture And Family Firm Values: Case Of Batik Industry", *International Conference on Business, Economy and Accounting (IBEA)*, Thailand.

⁴⁴Oparinde, S.S. (2012), "Batik as a Cultural Identity of The Yoruba: Hand Colouring Techniques and Applications, Possibility of Adaptations", *Journal of Arts, Science & Commerce*, Vol. III, Issue 2(3), p.33

Second, this study propose the green organizational as a reconstruction, describing the industry that consisting on relationships between components such employer, employee, consumer, seller as organizational settings. This study saw that most of entrepreneur in Pekalongan City is Moslem and Javanese. The culture of them connected with their modes of business. Javanese Muslims in Pekalongan turned out to first implement green management through cultural values and religious beliefs. Trust, hospitality, and hard worker have been a work culture in the batik industry.

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KARYA TULIS ILMIAH

A. Buku/Bab/Jurnal

| Tahun | Judul | Penerbit/Jurnal |
|-------|---|--|
| 2012 | The Role of Mysticism in Batik Industrial Relation (The Study of Trust Achievement on The Survivability of Small-Medium Batik | Journal of International Islam Indonesia 2012 Vol. |

| | Industry at Pekalongan City) | |
|------|--|------------------------------|
| 2009 | Ekonomi Islam Dalam Perspektif Antropologi | Jurnal Hukum Islam STAIN PKL |
| 2009 | Strategi Manajemen Sumber Daya Manusia Sebagai Basis Ekonomi Islam | MES Pekalongan |
| 2007 | Kultur Manajemen Berbasis Nilai Islam | Jurnal Religia |
| 2002 | Kyaidan Transformasi wacana Kesadaran Gender di Kota Pekalongan | Jurnal Istiqra Ditperta is |
| 2004 | Gagasan dan Perilaku Politik Gerakan Islam Radikal di Surakarta | Jurnal Istiqra Ditperta is |
| 2000 | Gender Mainstream dalam Studi Islam | Jurnal Religia |
| 2001 | Islam dan Civil Society | Jurnal Religia |
| 2002 | Islam dan Ekonomi Berkeadilan | Jurnal Religia |
| 2004 | Profil Pengusaha Muslimah di Kota Pekalongan | Jurnal Penelitian |
| 2005 | Paradigma Profetisme Perbankan Syari'ah | Jurnal Religia |

B. Makalah/Poster

| Tahun | Judul | Forum Kegiatan | Penyelenggara |
|-------|--|---|---------------------------------------|
| 2016 | How Can The Family Business Culture Overcome The Trilemma Management (Lesson Learn From Pekalongan Batik Industry, Indonesia) | GadjahMada International Conference on Economy and Business | Universitas GadjahMada Yogyakarta |
| 2016 | The Role of Trust in Islamic Spiritual Healing: Beyond the Problem Solving Of Business | International Conference on Islamic Economic Studies | Institut Agama Islam Negeri Surakarta |
| 2015 | Harmony Of Welfare For Sale (Reconciling Between Ethnic Diversity, Religion And Marketing Behavior) | International Seminar | STAIN Pekalongan |
| 2015 | Discovering The Religious Contribution in Hospitality Organization (Business Culture Experience from Pekalongan Batik Village-Indonesia) | International Symposium Management (Insyima) | Universitas Surabaya |
| 2015 | Intuition Based on Religion Framework and It's Role in Small-Medium Enterprises (SMEs) Managerial Decision Making: (A Case Study of Pekalongan Batik Industry-Indonesia) | International Symposium Management (Insyima) | Universitas Surabaya |

| | | | |
|------|--|--|--|
| 2014 | Batik Pekalongan Village: The Symbiotic of Tourism, Religion & Religiosity in Multi Culture Society | Annual International Conference of Islamic Studies (AICIS) | IAIN Samarinda dan Kementerian Agama RI di Balikpapan, Kaltim |
| 2014 | Suksesi Bisnis Batik Di Kota Pekalongan(Studi Kualitatif Tiga Industri Batik Skala Kecil- Menengah) | Forum Manajemen Indonesia (FMI) ke 6 | Universitas Sumatera Utara Medan |
| 2013 | Do the trust affect the peacefully of workplace climate? | Seminar Internasional and Call Paper | STAIN Pekalongan 1 Desember 2013 |
| 2013 | Local Wisdom & Economy Development of Batik Industry) (Case Study at Pekalongan City) | Annual International Conference of Islamic Studies (AICIS) | IAIN Mataram NTB dan Kementerian Agama RI (18-21 November 2013) |
| 2013 | Culture and Family Firm Values | International Conference of Business, Economy and Accounting 2013 | Universitas Trisakti, Maranatha University, Universitas Katolik Parahiyangan, Universitas Pelita Harapan & MBA Program, Prince of Songkla University Thailand, 20-23 Maret 2013 (Collaboration on IBEA 2013) |
| 2012 | The Role of Mysticism in Batik Industrial Relation (The Study of Trust Achievement on The Survivability of Small- Medium Batik Industry at Pekalongan City) | Annual International Conference of Islamic Studies (AICIS) | IAIN Sunan Ampel dan Kementerian Agama RI (18-21 November 2013) |
| 2012 | Exchange Relationship between Employee and Employer within the Context of Batik Industry: Beyond Social Echange Theory | International Academy on Management and Business (IAMB) | UII Yogyakarta, UGM Yogyakarta dan Undhira Bali (Collaboration on IAMB 12th) |