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The Role of Anugerah Batik Cooperative in Advancing Eco-Friendly Batik in Ciwaringin

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Abstract
This study aims to comprehensively analyze the role of the Anugerah Batik Serba Usa (KSU) cooperative in facilitating the operational transition of artisans to environmentally friendly industrial practices in Ciwaringin Village, Cirebon. Using a descriptive qualitative approach, data were collected through observation and in-depth interviews with cooperative administrators. The results indicate that the cooperative successfully fulfills its functions as a technical educator, green production management regulator, and green digital marketing facilitator. Weather constraints and the complexity of natural dyeing techniques were successfully mitigated through institutional strengthening of the cooperative. The economic implications of this study confirm that a cooperative-based green business model can optimize artisan income while preserving the local ecosystem.

Keywords: *Cooperative Management, Green Economy, Natural Dyes, Ciwaringin Batik, Green Marketing*
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INTRODUCTION

Local economic development based on secondary creative industries, particularly within the batik textile craft sector, has proven to contribute significantly to employment absorption and the growth of Gross Regional Domestic Product (GRDP) (Anwar, 2022). Nonetheless, conventional manufacturing industrial patterns are frequently confronted with negative externality dilemmas in the form of environmental pollution resulting from the unmanaged disposal of synthetic chemical dyes (Pratama & Wijaya, 2023). In the long term, the accumulation of toxic chemicals has the potential to degrade agricultural soil quality and damage aquatic ecosystems surrounding production areas (Sudarsono, 2021). Therefore, transforming operational management toward a green economy concept has become an absolute urgency for the sustainability of MSMEs in Indonesia (Nugroho, 2020).

Ciwaringin Village in Cirebon Regency holds a distinctive role on the national batik industry map due to its collective commitment to maintaining organic dye-based batik techniques(Yusuf & Fitriani, 2024). The main driving force of the green economic circulation in this region is the Koperasi Serba Usaha (KSU) Anugerah Batik, which has consistently assisted artisans since 2013. The institutional role of the cooperative in this context is not merely limited to providing formal financial intermediation functions, but rather acts as a transformer of community production behavior (Raharjo, 2019). The cooperative actively mitigates artisans' reluctance to shift from chemical substances toward optimizing local natural vegetation, such as mango tree bark and mahogany wood.

Although market prospects for eco-friendly products are rising globally, local artisans still encounter operational barriers (Hidayat & Setiawan, 2021). The manufacturing characteristics of natural batik require a significantly larger allocation of time and labor compared to conventional methods, and highly depend on weather fluctuations (Fahmi, 2022). This capability gap is further exacerbated by the lack of technological literacy among traditional artisans in adopting modern marketing instruments (Saraswati, 2023). Grounded in these realities, this qualitative research aims to dissect the strategies of KSU Anugerah Batik from the aspects of organizational management, production risk mitigation, and the effectiveness of the green marketing mix in sustaining the existence of the local craft.

Furthermore, this study highlights how the internalization of local socio-religious values and cross-sectoral academic collaboration can serve as a catalyst for preserving cultural relevance amidst market modernization (Utami, 2024). Through an institutional approach, KSU Anugerah Batik not only attempts to resolve ecological and operational problems but also ensures that the identity of Ciwaringin batik as part of the "Kampung Santri" (Islamic student village) civilization remains preserved through the philosophical motifs produced (Santoso, 2022). Accordingly, this study is expected to offer a new theoretical contribution regarding the synergy model between cooperative management, ecosystem preservation (green economy), and the strengthening of local cultural identity, while simultaneously serving as a practical reference for similar MSME clusters in other regions of Indonesia.

RESEARCH METHODOLOGY

This study applies a descriptive-analytical qualitative method focusing on a microeconomic institutional case study approach (Creswell & Poth, 2019). Primary data were gathered directly through participatory observation at the product showroom and artisans' workspaces under the auspices of KSU Anugerah Batik in Ciwaringin Village, Cirebon

Regency. Additionally, structured in-depth interviews were conducted with Mrs. Maesarah, a core administrator managing the cooperative's operations since 2013. The interview session was held on March 1, 2026, to extract primary data regarding operational policies, technical constraints, distribution channels, and the cultural philosophy of the products.

Data validity was tested through source triangulation and the adequacy of secondary literature references relevant to the topic (Sugiyono, 2020). Data analysis steps included reducing field interview transcripts, categorizing findings based on business management functions, presenting comparative data in a logical-tabulative narrative, and drawing inductive conclusions (Moleong, 2021). The entire interpretation process of the research results was aligned with the theoretical frameworks of cooperative management and Islamic economic welfare principles.

RESULTS AND DISCUSSION

This section answers the research questions by presenting the results of TCFD coding for each bank, grouped by jurisdiction, followed by a cross-country synthesis that links the findings to the latest literature.

1. Cooperative as an Agent of Green Literacy Education and Behavioral Transformation

Based on empirical field data, KSU Anugerah Batik plays a central role as an educational institution tasked with aligning the collective perception of its members regarding the urgency of ecological sustainability. Deconstructing the mindset of artisans from instant synthetic methods toward sustainable natural methods is not an easy policy to implement (Raharjo, 2019). The cooperative management informed that the stages of socialization, introduction to dye plant morphology, and mastery of basic dyeing techniques require intensive assistance for at least 3 years. The knowledge transfer pattern managed by the cooperative includes extraction techniques of mango tree bark to generate a greenish-yellow spectrum pigmentation, and utilizing mahogany wood sections to produce deep brown shades. This education has successfully dissolved initial artisan resistance toward the green production concept (Nugroho, 2020).

2. Operational Management and Production Risk Mitigation

Organic dye-based production systems carry a much more volatile level of operational risk(Fahmi, 2022). KSU Anugerah Batik implements a rigid quality control function to reduce physical quality heterogeneity in its production outputs[cite: 1]. The technical and operational characteristics that distinguish this green manufacturing activity are comparatively analyzed in the table below:

Operational Characteristics Comparison of Natural and Synthetic Batik Production

Tabel 1. Format Tabel

Analytical Indicators	Natural Dye Batik Production (KSU Anugerah Batik)	Synthetic Dye Batik Production (Conventional)
Raw Materials	Local organic extraction (mango bark, mahogany, jolawe).	Synthetic chemicals (naphthol, remasol, indanthren).
Labor Intensity	Requires at least 9 dipping processes to lock the colors.	Only 1 to 2 dipping processes for direct deep saturation.
Climate Dependency	Extremely High; requires shade drying (air-drying)	Low; can be dried directly under direct sunlight.
Ecological Impact	Non-toxic zero waste; solid wood residue is used as fuel	Corrosive liquid waste, pungent odor, and damages soil.

Gambar 1. Contoh keterangan gambar

The cooperative actively educates artisans regarding color fixation techniques using natural mordant solutions such as alum, ferrous sulfate (*tunjung*), and lime (Wibowo, 2021). This technical intervention becomes crucial during the rainy season, where limited and dim sunlight usually impedes fabric drying times. Through adaptive production space management, the cooperative ensures that the color sharpness quality of the cloth does not degrade even when placed within enclosed drying rooms. From an environmental economic perspective, this chemical-free, zero-waste operation offers significant external social cost efficiencies for the surrounding community (Sudarsono, 2021).

3. Green Marketing Mix Strategy and Digital Channel Acceleration

The Cost of Goods Sold (COGS) structure for natural batik tends to be higher as a logical consequence of intensive labor costs and seasonal raw material scarcity (Hidayat & Setiawan, 2021). This economic ecosystem condition demands the cooperative to adopt a green marketing mix strategy that highlights exclusivity values and environmental preservation aspects as value-adding instruments for consumers (Pratama & Wijaya, 2023). KSU Anugerah Batik applies a single-gate collective marketing policy to eliminate price speculation practices by middlemen (Anwar, 2022). Traditional artisans lacking commercial capabilities can place their finished fabrics at the cooperative's gallery under a fair profit-sharing scheme based on a written agreement.

KSU Anugerah Batik has also pioneered marketing digitalization to reach green consumer segments in urban areas (Yusuf & Fitriani, 2024). The cooperative's marketing channels have undergone technological evolution aligned with market dynamics (Saraswati, 2023). In its first decade of operation, the cooperative relied on early-generation platforms such as BlackBerry Messenger (BBM) and Facebook. Entering the modern era, market penetration has been accelerated by integrating social commerce ecosystems through the utilization of WhatsApp Business, Instagram, and TikTok. This digital infrastructure facilitation successfully

sustains product demand continuity and expands the distribution scale nationwide without burdening traditional artisans with the necessity of independent digital content management.

4. Internalization of Socio-Religious Philosophical Values and Local Cultural Identity

From an Islamic economics standpoint, a commercial product is analyzed not only for its physical utility value but also for the depth of its blessings (*barakah*) and its contribution to cultural preservation (*Maqashid Shariah*) (Santoso, 2022). KSU Anugerah Batik consistently internalizes local wisdom by mandating that fabric motif visualizations reflect the socio-religious identity of Ciwaringin Village as a "Kampung Santri" area. This value is manifested in the existence of the *Susupan* motif. Historically and philosophically, this motif symbolizes the exemplary dedication of past teachers and parents within the Islamic boarding school (*pesantren*) environment in guiding and waking students up for dawn prayers (*sholat subuh*) using the gentle flick of a sarong or prayer mat.

In addition, the preservation of traditional motifs like *Mega Mendung* is interpreted as a theological reflection of the dynamic journey of human existence, moving through ebbs and flows (ups and downs), before ultimately returning to the Creator. To maintain product relevance in modern markets, the cooperative opens cross-sectoral academic collaborations(Utami, 2024). Through a strategic partnership with the Bandung Institute of Technology (ITB) under the guidance of Mrs. Nadia, artisans in the "Kebun Gedang" block are encouraged to explore the surrounding natural ecosystem using photography, which is then transformed into highly marketable, original, and independent contemporary batik motifs.

CONCLUSION

Koperasi Serba Usaha (KSU) Anugerah Batik plays a highly strategic and comprehensive role in advancing the eco-friendly creative batik industry cluster in Ciwaringin Village. Through the implementation of integrative organizational management, the cooperative successfully performs a dual function: acting as a catalyst for chemical-free green production transformation while simultaneously driving product market expansion through collective digital marketing. The cooperative has also successfully mitigated artisan losses caused by extreme weather fluctuations and guarded commodity price stability against market speculation. Furthermore, aligning economic growth with the preservation of *santri* philosophical values demonstrates that the cooperative can realize a holistic pillar of sustainability. This institutional synergy serves as an excellent benchmark for green MSME development in other regions of Indonesia.

To maintain the sustainability of these achievements, it is recommended that the cooperative management expand strategic partnership networks with relevant government agencies to facilitate massive access to eco-labeling and halal certifications for all artisans. Additionally, the regeneration of young artisans needs to be accelerated through structured, intensive training so that the technical expertise of natural dye production and the understanding of local motif philosophies do not stop at the older generation. For the local government, infrastructural support in providing more representative exhibition spaces (galleries) and protective zoning regulations for the eco-friendly batik cluster area are highly required to strengthen the bargaining position of Ciwaringin products in international markets.

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