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# The Role of the Ciwaringin Batik Cooperative in Sustainable Environmentally Friendly Batik Production: A Maslahah Perspective

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**Abstract**
study aims to analyze the role of the Ciwaringin Batik Cooperative in the sustainability of environmentally friendly batik production through a maslahah perspective, using a qualitative approach using a case study method in Cirebon Regency, using data collected through observation, interviews, and documentation. The maslahah perspective is used to assess the extent to which cooperative activities provide benefits for members, the community, and the environment simultaneously. The results of the study show that the cooperative plays an important role in production management, raw material provision, quality control, and marketing of natural dye batik, where members' production needs are met through the provision of materials by the cooperative while the availability of raw materials is maintained through planned inventory management, and product quality is maintained as a characteristic of Ciwaringin Batik. On the marketing side, the cooperative helps expand market access through customer networks, resellers, and digital media. Viewed from a maslahah perspective, the role of the cooperative is proven to include fulfilling members' economic needs (hifz al-mal), environmental preservation (hifz al-nafs), and strengthening social and cultural ties (hifz al-nasl), although a number of challenges are still found such as limited supply of certain raw materials, price competition, and suboptimal use of digital marketing. Various steps have been taken to address this, starting from strengthening raw material management, improving product quality, to developing marketing networks, so it can be concluded that cooperatives play a role as institutions that support the sustainability of environmentally friendly batik businesses by strengthening econ

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## INTRODUCTION

The micro, small, and medium enterprise sector plays a strategic role in Indonesia's economic development due to its contribution to job creation, income equality, and strengthening the community's economy. Data from the Ministry of MSMEs indicates that there will be approximately 30.18 million registered MSMEs by the end of 2024, with the processing industry being one of the sectors with the largest number of business actors. The sustainability of MSMEs not only impacts regional economic growth but also the preservation of cultural potential and local wisdom, which are the nation's identity (Ramadhan et al., 2025).

The batik industry is a creative subsector that continues to grow and preserves cultural values recognized internationally as Indonesian heritage. Its development currently faces environmental sustainability challenges, particularly from the use of synthetic dyes, which have the potential to pollute soil and water bodies if not managed properly. This situation has prompted initiatives to develop environmentally friendly batik based on natural dyes from plants and other natural resources, which are considered capable of reducing pollution impacts while increasing product added value in a market increasingly concerned with sustainability (Viona & Suprayitno, n.d.).

The shift in consumer orientation toward environmentally friendly products has encouraged batik entrepreneurs to adopt the concept of sustainable production. In the batik industry, sustainability encompasses environmental aspects, business economics, the sustainability of production resources, and the welfare of artisans. Its implementation requires institutional support capable of coordinating raw material procurement, marketing, strengthening member capacity, and developing business networks (Suryanti et al., 2022).

Cooperatives are one form of institution that plays a crucial role in supporting the sustainability of MSMEs. In addition to serving as an economic vehicle, cooperatives empower members by providing capital, facilitating production, strengthening marketing, and increasing competitiveness. (Arfan et al., 2022) found that cooperative values contribute to the sustainability of batik community businesses through easy access to production and marketing, and strengthening cooperation among members, making them a crucial instrument for the traditional crafts sector.

The link between cooperatives and business sustainability is increasingly relevant in the natural dye-based batik industry. This type of production requires sustainable raw material management, consistent quality, and marketing strategies that communicate environmental values to consumers. Various studies on the green industry in the batik sector show that environmentally conscious production management is an important indicator in realizing business sustainability and increasing competitiveness.

Ciwaringin Village, Cirebon Regency, is known as a center for eco-friendly batik, utilizing natural dyes from mahogany bark, mango peel, indigo, and various other natural sources. This uniqueness distinguishes Ciwaringin Batik from other batik centers that still predominantly use synthetic dyes. It also contributes to efforts to maintain ecosystem balance through a more environmentally friendly production process. The successful development of Ciwaringin Batik is inextricably linked to the role of the Ciwaringin Batik Cooperative, which provides raw materials, maintains the availability of natural dyes, coordinates member activities, assists with marketing, and maintains product quality standards. The cooperative also acts as a liaison between artisans and consumers and business partners, ensuring production continuity. Raw material shortages are anticipated by establishing relationships with various suppliers from various regions, maintaining production stability, and meeting market demand.

Studies on the role of cooperatives in the sustainability of natural dye-based batik production are still relatively limited; most studies focus on marketing aspects or general community empowerment, and few examine them from an Islamic economic perspective, particularly the concept of maslahah. Maslahah as a concept of benefit in Islam includes the fulfillment of needs that provide benefits and reject harm for individuals and society, so it is relevant to analyze cooperative activities that are oriented towards shared welfare.

This study aims to fill this gap by analyzing how the Ciwaringin Batik Cooperative carries out its institutional functions in supporting raw material management, maintaining quality, strengthening marketing, and maintaining the sustainability of artisan businesses, while also assessing its contribution through the lens of maslahah which includes aspects of protection of life (hifz al-nafs), property (hifz al-mal), descendants (hifz al-nasl), reason (hifz al-'aql), and religion (hifz al-din). The results of the study are expected to be a reference for the development of creative industry-based cooperatives that are oriented towards environmental sustainability, community economic empowerment, and Islamic values of benefit.

## RESEARCH METHODOLOGY

This research uses a qualitative approach with a case study method to in-depth examine the role of the Ciwaringin Batik Cooperative in maintaining the sustainability of environmentally friendly batik production. This approach was chosen because it allows for the depiction of social phenomena based on real-world conditions (Nurahma & Hendriani, 2021). Data collection was conducted at the Ciwaringin Batik Cooperative, Cirebon Regency, known as a center for natural dye-based batik production. Primary data were obtained through direct observation and semi-structured interviews with cooperative administrators, while secondary data were collected from journals, books, cooperative documents, and relevant literature. All three data collection techniques, observation, interviews, and documentation. Were used simultaneously to obtain a comprehensive picture of the cooperative's activities in supporting the sustainability of the batik business. Data analysis followed the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation and method triangulation by comparing the results of observations, interviews, and documentation. This research specifically focuses on the role of the cooperative in providing raw materials, quality control, marketing, and empowering artisans to support the sustainability of natural dye batik production.

## RESULTS AND DISCUSSION

### 1. The Role of Cooperatives in Managing Environmentally Friendly Batik Production

Cooperatives play a crucial role in supporting the sustainability of their members' businesses, particularly in creative industries based on local wisdom, such as Ciwaringin Batik. More than just an economic institution, cooperatives serve as a platform that coordinates production activities to ensure they run smoothly and sustainably. The cooperatives provide artisans with easier access to raw materials, business information, and institutional support, a role that is increasingly crucial given that environmentally friendly batik production requires different management practices than synthetically dyed batik.

As a central source of production supplies, the Ciwaringin Batik Cooperative provides fabric, wax, and natural dyes for use by both members and non-members. This system facilitates efficient procurement of production materials while minimizing the risk of business disruptions due to supply constraints. Precautionary measures, such as replenishing stock before supplies run low, are also taken to ensure members' needs are always met.

Cooperative production management is not only economically oriented but also adheres to the principles of environmental sustainability. Ciwaringin batik is known for its reliance on natural dyes from mahogany bark, mango peel, indigo, and various other dye plants. These dyes are used while maintaining environmental sustainability, for example by selecting materials

from old trees or waste from licensed logging. This practice reflects the community's collective awareness of balancing production activities with the preservation of natural resources.

The environmental impact of natural dye batik production is relatively lower than that of synthetic dyes because the materials used are extracted from biodegradable plants and do not leave harmful waste for the soil or water sources. (Ayu et al., 2024) found that the use of natural dyes in the batik industry can improve production sustainability while increasing the sales value of the resulting products. Maintaining product quality standards is also crucial to the success of this environmentally friendly production. The cooperative encourages artisans to consistently use natural dyes according to standards developed within the Ciwaringin community, an effort that maintains consumer trust and strengthens the product's image amidst the intense competition in the batik industry. This maintained quality, in turn, boosts the product's economic value and expands marketing opportunities.

The cooperative also plays a role in organizing its members' production, especially when receiving large orders. Cooperation between cooperatives and artisans enables market needs to be met according to their capacity, while this collective work pattern enables artisans to support each other in completing orders so that production continuity is maintained, reflecting the basic principles of cooperatives as a forum for cooperation to achieve common goals.

Member empowerment is a crucial part of cooperative management through mentoring related to business management and product development. This support helps artisans maintain production quality while increasing their readiness to face market dynamics, creating a more stable business environment for the sustainability of members' production activities. This finding aligns with (Rahayu et al., 2021) findings, which describe cooperatives as instruments for economic empowerment through strengthening member capacity and developing community-based businesses.

Overall, the management of the Ciwaringin Batik Cooperative demonstrates that business sustainability is not solely determined by product production capabilities, but also by the capacity to manage resources, maintain quality, and foster collaboration among members. The cooperative bridges economic and environmental interests through natural dye-based production that maintains resource sustainability, while strengthening Ciwaringin Batik's position as a superior regional product rich in cultural and ecological values.

## 2. Cooperative Strategy in Maintaining Sustainability of Raw Materials and Product Quality

The sustainability of raw materials is a key determinant of the continued production of environmentally friendly batik. Supply stability not only impacts production volume but also the consistent quality of the resulting product. Natural dyes have different characteristics than synthetic dyes, as their availability is highly influenced by environmental and seasonal conditions. Therefore, a management strategy is needed to ensure a continuous supply without compromising environmental sustainability.

The Ciwaringin Batik Cooperative implements a centralized raw material procurement system to facilitate members' daily production needs. Fabric, wax, and natural dyes are procured through the cooperative, making the procurement process more efficient. The cooperative acts as a liaison between suppliers and artisans, ensuring a smoother supply chain. Restocking is carried out before stocks are completely depleted, minimizing the risk of production delays.

The sustainability of the natural dye supply is also ensured through responsible resource utilization. Dyes such as mahogany, mango, indigo, and tegeran are utilized with due regard for ecosystem sustainability; the bark used is usually sourced from mature trees or from unused felled trees. This practice demonstrates the artisans' awareness of balancing production needs with environmental conservation, and is a distinct advantage that distinguishes Ciwaringin Batik from other batik centers that still rely on synthetic dyes.

In addition to relying on local resources, the cooperative also collaborates with suppliers from various regions, such as Yogyakarta, Solo, and Balongan, for dyes not readily available in Ciwaringin. This diversification of supply sources serves as a precautionary measure against potential raw material shortages and ensures that artisans can continue production without significant disruption. This strategy demonstrates the cooperative's focus not only on short-term needs but also on long-term production sustainability.

Maintaining product quality is a particular focus in managing this environmentally friendly batik business. The cooperative consistently upholds Ciwaringin Batik's identity as a natural dye batik with distinctive characteristics and aesthetic value, through a multi-step dyeing process that produces strong and unique colors. This consistency is part of the cooperative's strategy to maintain consumer confidence in the product's quality.

Quality control is also carried out through the selection of raw materials according to standards. Mahogany bark, mango peel, and other dyes are selected based on their ripeness and quality to produce optimal colors. This selection process helps maintain quality stability and boosts the market value of batik, in line with findings (Christian & Susanti, 2024), which explain that the quality of raw materials significantly influences the success of natural dye batik production and the sustainability of artisan businesses.

The experience and knowledge of artisans contribute to the success of maintaining product quality. The cooperative serves as a forum for the exchange of information among members regarding natural dyeing techniques, raw material selection, and how to maintain product quality. This knowledge transfer is crucial for maintaining product quality over time and supporting the sustainability of the natural dye batik industry amidst changing market demands.

Maintaining quality positively impacts the competitiveness of Ciwaringin Batik, given that consumers are now attracted not only to the motifs but also to the environmental values inherent in the production process. Increasingly sustainable consumption trends are opening up greater opportunities for Ciwaringin Batik to expand its market share while increasing its economic value. (Kusumastuti et al., 2022) who noted that naturally dyed batik has the potential to gain added value due to its perceived safety and environmental friendliness.

Overall, the strategy implemented by the Ciwaringin Batik Cooperative demonstrates the close link between raw material sustainability and product quality. Guaranteed raw material availability enables consistent production, while maintained quality strengthens consumer trust in naturally dyed batik. Through raw material provision, supply chain management, responsible use of natural resources, and quality control, the cooperative has successfully established a production system that supports business sustainability while preserving the environment.

### 3. The Role of Cooperatives in Marketing and Developing Batik Businesses

Marketing plays a crucial role in the sustainability of a batik business because it directly relates to the product's ability to reach consumers and create economic value for artisans. In the

natural dye batik industry, marketing activities extend beyond simply selling products; they also serve as a medium for promoting the cultural and environmental values inherent in the production process. The Ciwaringin Batik Cooperative plays a strategic role in supporting its members' marketing efforts through various efforts to increase competitiveness in an increasingly competitive market.

The coordination function between artisans and consumers is one concrete manifestation of the cooperative's role in marketing. The cooperative brings together a variety of batik products created by its members, making them more accessible to consumers, while also assisting artisans with limited access to markets independently. Through the cooperative, batik is not only recognized by local consumers but also introduced to buyers from various regions and even abroad, opening up broader and more organized marketing opportunities for artisans.

Building the image of Ciwaringin Batik as an environmentally friendly product is also a focus of the cooperative's marketing support. The use of natural dyes continues to be promoted as a key characteristic, contributing to its appeal, as more consumers consider sustainability in their purchasing decisions. (Elafansa & Hartono, 2023) explain that products with a strong environmental identity tend to gain consumer trust more easily and have a greater chance of growing in a competitive market.

Pricing is also a crucial tool for cooperatives in maintaining the sustainability of their members' businesses. Product prices are set by considering quality and the production process, not solely based on production costs but also on the welfare of the artisans involved. This approach creates a balance between the product's selling price and the income received by members, allowing artisans to obtain a more adequate economic benefit to sustain their businesses.

The cooperative management also prioritizes maintaining price uniformity among members to prevent detrimental competition. This step is taken to maintain the image of Ciwaringin Batik as a high-quality product with high economic value, as excessively low prices can potentially undermine consumer perceptions of product quality. This strategy demonstrates the cooperative's focus not only on increasing sales but also on building long-term value for its products and members.

Marketing network expansion is carried out through various activities such as exhibitions, institutional visits, academic research collaborations, and partnerships with various parties to introduce Ciwaringin Batik to a wider audience. The presence of visitors from outside the region opens opportunities for artisans to acquire new customers and establish sustainable business relationships, emphasizing the cooperative's role as a market access facilitator for its members.

The use of digital technology is beginning to be adopted as part of the marketing strategy, although the use of platforms such as WhatsApp, Instagram, and Shopee is still not optimal. The presence of digital media actually opens up significant opportunities to expand market reach without being limited by geographic location. (Rahmawati et al., 2024) shows that digital marketing can increase the visibility of MSME products and broaden consumer access to local products. Therefore, digital marketing development represents an opportunity that cooperatives can continue to optimize going forward.

Support for the sustainability of members' production is also reflected in the cooperative's role in business development. The provision of raw materials, order coordination, and information on business development are forms of support that create a conducive business

environment, while also providing members with a sense of security in having an institution to help overcome the various challenges of running a batik business.

The ability to penetrate the international market is one indicator of the success of business development carried out by artisans and cooperatives. Regular product shipments abroad through a customer network established over many years demonstrate that natural dye batik has a recognized appeal not only locally but also competes in the global market, opening up opportunities for business scale-up and strengthening Batik Ciwaringin's position as a leading regional product.

Overall, business development supported by cooperatives has a positive impact on the sustainability of the environmentally friendly batik industry. Cooperatives not only serve as economic institutions facilitating sales but also as empowerment platforms that strengthen members' capacity to navigate market dynamics. Through marketing coordination, price management, network expansion, and the use of digital technology, cooperatives contribute to building a more sustainable business system while maintaining the existence of Batik Ciwaringin and encouraging community economic growth based on environmentally friendly creative industries.

## 4. Challenges and Efforts of Cooperatives in Maintaining the Sustainability of Environmentally Friendly Batik Businesses

The sustainability of an environmentally friendly batik business is not solely determined by the ability to produce quality products, but is also influenced by various challenges that arise in the production, marketing, and organizational management processes. The Ciwaringin Batik Cooperative, as an institution that supports artisans, faces a number of obstacles that must be managed sustainably to ensure the business remains operational and adapts to the dynamic business environment, ranging from raw material availability, human resource management, product marketing, and ever-evolving competition.

Raw material availability is a major challenge in maintaining production sustainability. Not all natural dyes are locally available; materials such as tegeran and indigo must be imported from Yogyakarta, Solo, and Balongan. This reliance on outside supplies risks disrupting production if there are delays in delivery or price spikes, requiring the cooperative to have thorough inventory planning. Procuring raw materials before stocks run out is a preventative measure, a crucial strategy for maintaining production continuity and avoiding disruptions in the batik-making process.

The production time for natural dyed batik, which requires a longer time than synthetic dyes, also presents a challenge. The process of extracting natural materials, repeated dyeing, and drying takes a relatively long time, limiting production capacity, which in turn impacts the ability of artisans to quickly meet large market demand. (Fitriyana et al., 2024) explain that the production of natural dye-based batik is more complex due to its reliance on the quality of natural materials and the lengthy production process. Therefore, good coordination between cooperatives and members is essential to ensure orders are met on time.

Price competition also poses a significant challenge, given the price differences between products sold through cooperatives and those marketed individually by some artisans. This difference often triggers price comparisons among consumers. Cooperatives strive to maintain prices commensurate with product quality and artisan welfare, while some individual

entrepreneurs choose to charge lower prices to boost sales, creating a unique challenge in maintaining the price stability of Ciwaringin Batik in the market.

Utilizing digital marketing remains a challenge in developing this business. Although social media and marketplaces have begun to be used, their optimization is still not optimal because most administrators and artisans still rely on conventional methods such as exhibitions, regular customers, and established reseller networks. (Kamil et al., 2024) show that utilizing digital marketing can expand market reach while strengthening the competitiveness of MSMEs in the era of digital transformation, making increasing digital capacity an urgent need for the future development of Ciwaringin Batik.

The institutional management of the cooperative also faces administrative challenges related to processing legal documents, certifications, and other organizational matters, which require significant resources and time. Time constraints and the busy schedules of each administrator often hinder the completion of various administrative matters related to cooperative development. To address these challenges, the cooperative has taken several strategic steps. The raw material supply system has been strengthened through more planned stock management to ensure that members' needs are continuously met without being disrupted by supply constraints. Improving product quality is also a crucial strategy in facing market competition, with the cooperative continuing to maintain the identity of Ciwaringin Batik through selecting quality raw materials and implementing traditional production techniques. This consistent quality helps maintain consumer trust, in line with findings (Priambudi et al., 2025) that naturally dyed products have a greater chance of gaining added value if they can consistently maintain their quality and uniqueness.

Marketing network expansion is continuously pursued through collaboration with loyal customers, resellers, and various promotional activities involving educational institutions, government agencies, and communities. Long-standing relationships are crucial for maintaining sales continuity, while the success of reaching international customers demonstrates that Ciwaringin Batik has broad market potential when supported by the right marketing strategy. The spirit of cooperation among cooperative members also underpins the sustainability of this business. The close relationship between management and artisans creates a mechanism for mutual support in facing various challenges, making the cooperative a forum for connecting members' interests and finding solutions to production and marketing issues. This role makes the cooperative a crucial element in maintaining the existence of the environmentally friendly batik industry amidst ever-changing economic and market dynamics.

## 6. The Role of Cooperatives from a Maslahah Perspective

Viewed from the perspective of maslahah (benefit) in Islamic economics, the role of the Ciwaringin Batik Cooperative is not merely economic but also reflects efforts to achieve comprehensive benefits for members, society, and the environment. The concept of maslahah, developed by scholars of Islamic jurisprudence (usul al-fiqh), particularly al-Ghazali and al-Syatibi, identifies five basic needs that must be protected (al-daruriyyat al-khamsah): namely, protection of religion (hifz al-din), life (hifz al-nafs), intellect (hifz al-‘aql), descendants (hifz al-nasl), and property (hifz al-mal). Cooperative activities can be analyzed through these five dimensions of maslahah simultaneously (Bhinekawati, 2022).

Within the hifz al-mal (protection of property) dimension, cooperatives play a significant role in maintaining the sustainability of the artisans' income and assets. The provision of

affordable and planned raw materials, marketing coordination, and pricing that prioritizes the welfare of members are concrete forms of economic protection that align with the principle of maslahah (benefit). Cooperatives ensure that artisans have fair access to production resources and are not disadvantaged by imbalanced market mechanisms, thus sustainably maintaining the economic stability of artisan households.

The dimension of hifz al-nafs (protection of life) is reflected in the cooperative's commitment to the use of natural dyes that are safe for the health of artisans and consumers. Unlike synthetic dyes that contain hazardous chemicals, natural dyes from mahogany bark, indigo, and other plants do not pose significant health risks, allowing artisans to work in a healthier environment. Furthermore, the cooperative's environmentally friendly production practices also protect the lives of surrounding communities from the impacts of water and soil pollution often caused by the synthetically dyed batik industry (Ayu et al., 2024).

The dimensions of hifz al-nasl (protection of descendants) and hifz al-'aql (protection of reason) are manifested through the role of cooperatives in preserving the cultural heritage of batik and transferring knowledge between generations. Cooperatives serve as a forum for the exchange of batik techniques and natural dyes from senior artisans to younger generations, ensuring that these skills are not lost over time. Preserving this cultural heritage aligns with the value of maslahah (benefit), which emphasizes the importance of maintaining the continuity of knowledge and local wisdom as part of the collective well-being of the community. The dimension of hifz al-din (protection of religion) is reflected in the values of honesty, trustworthiness, and cooperation that underpin cooperative operations, in line with the Islamic principles of muamalah, which prioritize justice and the common good (Afifatunisa & Sugianto, 2026).

Overall, the maslahah perspective demonstrates that the Ciwaringin Batik Cooperative is not simply a conventional economic institution, but rather one that indirectly implements Islamic maslahah values in the context of a creative industry based on local wisdom. The sustainability of environmentally friendly batik production maintained by cooperatives is essentially a concrete manifestation of the maqasid al-syariah (the goal of sharia), namely the effort to achieve comprehensive benefits for individuals, society, and the universe. These findings reinforce the relevance of an Islamic economic approach in analyzing community-based business institutions oriented toward the values of togetherness and sustainability.

## CONCLUSION

The research results show that the Ciwaringin Batik Cooperative plays a crucial role in maintaining the sustainability of environmentally friendly batik businesses, from production management and raw material provision to quality control and marketing support for artisans. The cooperative serves as a liaison between members' needs and the various resources necessary to support business activities, ensuring a sustainable production process. The consistent use of natural dyes, a hallmark of Ciwaringin Batik, also reflects the cooperative's and artisans' commitment to implementing more environmentally friendly production practices.

Raw material sustainability is maintained through centralized production procurement, planned inventory management, and responsible use of natural resources. This strategy supports a smooth production process while maintaining the quality that is the hallmark of Ciwaringin Batik. This maintained quality adds value to the product and strengthens the competitiveness of natural dye batik in the market.

In terms of marketing and business development, the cooperative contributes to expanding market access for artisans through marketing coordination, pricing that prioritizes member welfare, and developing business networks. This support helps Ciwaringin Batik products reach markets beyond the region and even internationally, making it a crucial factor in maintaining the sustainability of the artisans' businesses.

Several challenges remain in maintaining the sustainability of this business, ranging from limited raw materials, price competition, suboptimal digital marketing, and institutional administration. In response, the cooperative continues to strive to strengthen raw material management, improve product quality, expand its marketing network, and strengthen cooperation among its members. From a maslahah perspective, all of the cooperative's activities reflect efforts to achieve comprehensive maslahah (benefit): protecting the economic well-being of its members (hifz al-mal) through the provision of raw materials and fair marketing; protecting lives and the environment (hifz al-nafs) through the production of batik based on safe, natural dyes that do not pollute the ecosystem and protecting descendants and knowledge (hifz al-nasl and hifz al-'aql) through the preservation of batik cultural heritage and the transfer of skills between generations.

This condition confirms that cooperatives are not just conventional economic institutions, but also important pillars in maintaining the sustainability of the environmentally friendly batik industry which is rooted in cultural values, community empowerment, environmental preservation, and Islamic welfare values that are in line with maqashid al-syariah.

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