

ABSTRAK

Isu lingkungan kini menjadi perhatian global yang semakin mendorong organisasi di berbagai sektor, termasuk industri tradisional seperti batik untuk menerapkan praktik *Green Human Resource Management* (GHRM). Di Kabupaten Sampang, industri batik memiliki potensi mencemari lingkungan akibat penggunaan bahan kimia dalam proses produksinya. Oleh karena itu, penerapan *green recruitment* dan *green training* penting dilakukan untuk menghadapi tantangan tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh *green recruitment* dan *green training* terhadap kinerja pengrajin batik di Kabupaten Sampang. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian asosiatif-kausal. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 30 pengrajin batik di Kabupaten Sampang yang dipilih menjadi responden menggunakan teknik *purposive sampling*. Data dianalisis menggunakan regresi linear berganda melalui software SPSS 31. Hasil penelitian menunjukkan bahwa *green recruitment* dan *green training* berpengaruh positif dan signifikan terhadap kinerja pengrajin batik di Kabupaten Sampang baik secara parsial maupun simultan. Penelitian ini memberikan kontribusi teoretis terhadap pengembangan literatur *Green Human Resource Management* (GHRM) dalam konteks industri tradisional, serta memberikan implikasi praktis bagi pelaku UMKM batik dan instansi terkait untuk merumuskan strategi pengelolaan SDM yang berorientasi pada keberlanjutan lingkungan.

Kata kunci: *Green Recruitment*, *Green Training*, Kinerja, Pengrajin Batik

ABSTRACT

Environmental issues have become a global concern, encouraging organizations across various sectors, including traditional industries such as batik, to implement Green Human Resource Management (GHRM) practices. In Sampang Regency, the batik industry has the potential to contribute to environmental pollution due to the use of chemical substances in its production processes. Therefore, the implementation of green recruitment and green training is essential to address these environmental challenges. This study aims to examine the effect of green recruitment and green training on the performance of batik artisans in Sampang Regency. The study employed a quantitative approach with an associative-causal research design. Data were collected through questionnaires distributed to 30 batik artisans in Sampang Regency, who were selected using purposive sampling. The data were analyzed using multiple linear regression with SPSS version 31. The findings indicate that green recruitment and green training have a positive and significant effect on the performance of batik artisans in Sampang Regency, both partially and simultaneously. This study contributes theoretically to the development of Green Human Resource Management (GHRM) literature in the context of traditional industries and provides practical implications for batik SMEs and relevant stakeholders in formulating environmentally sustainable human resource management strategies.

Keywords: *Green Recruitment, Green Training, Performance, Batik Artisans*