

IDENTIFICATION OF FIVE MOTIVATIONAL FACTORS OF ECOPRENEURSHIP FOR START-UP BUSINESS

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Abstrak

Ecopreneurs adalah pengusaha yang mulai bisnis dengan didasari nilai-nilai hijau yang kuat dan menjual produk atau jasa hijau. Penelitian telah berusaha untuk memahami faktor-faktor yang memotivasi para ecopreneurs ini dalam memulai bisnis - dan itu adalah fokus penelitian ini. Tujuan dari makalah ini adalah untuk membandingkan temuan dengan literatur yang ada dengan literatur motivasi kewirausahaan.

Penelitian ini merupakan studi kasus, tentang Enigami Papers - sebuah bisnis ramah lingkungan di Jakarta pada tahun 2014. Kedua pemilik Enigami diwawancarai dengan tatap muka secara langsung, dengan format yang semi-terstruktur. Sumber sekunder seperti laporan media, statistik industri, dan informasi dari situs web perusahaan juga dikumpulkan.

Ecopreneurs termotivasi oleh lima faktor: nilai-nilai hijau mereka; mencari nafkah; semangat; menjadi bos mereka sendiri; dan melihat celah di pasar. Ecopreneurs tampaknya memiliki motivasi sangat mirip dengan pengusaha pada umumnya, selain motivasi hijau mereka. Mereka memiliki tingkat motivasi finansial lebih rendah daripada pengusaha dalam penelitian sebelumnya yang telah dilakukan.

Kata kunci: Pengusaha Ramah Lingkungan, Motivasi, Bisnis Ramah Lingkungan, Bisnis Baru, Pembangunan Berkelanjutan, Jakarta

Abstract

Ecopreneurs are those entrepreneurs who start for-profit businesses with strong underlying green values and who sell green products or services. Research has been called to understand the factors that motivate these ecopreneurs to start businesses – and that is the focus of this study. The aim of this paper is to compare the findings with results of extant literature on entrepreneurial motivations.

This research is a case study, about Enigami Paper – an eco-business in Jakarta in 2014. Both owners of Enigami were interviewed in a face-to-face, semi-structured format. Secondary sources such as media reports, industry statistics, and information from company web sites were also collected.

Ecopreneurs were motivated by five factors: their green values; earning a living; passion; being their own boss; and seeing a gap in the market. Ecopreneurs appear to have quite similar motivations to entrepreneurs in general, aside from their green motivations. They had lower level financial motivations than have been found in prior research on entrepreneurs.

Keywords: Ecopreneurs, Motivation, Eco-Business, Start-up Business, Sustainability Development, Jakarta

1. Introduction

With the growing awareness of the continuing degradation of the natural environment has pushed business to adopt environmentally friendly business practices [6]. The adoption of environmentally responsible business practices can conceivably open up and additional range of opportunities for entrepreneurs [15]. One of the entrepreneurship studies that emerging today is ecopreneurship. As ecopreneurship definition mentioned by Kirkwood & Walton [11], Ecopreneurs are defined in this study as those entrepreneurs who enter these eco-friendly markets not only to make profits, but also having strong, underlying green values.

Ecopreneurship associated with the presence of life-support systems, which increasingly threatened, also ecosystem damage caused by unsustainable industrial activity in the market system. The problem in the market system include:

1. Fail to overcome the negative environmental externalities as the impact of production until consumption process.
2. Undervaluing the natural resources, which are exploited excessively as the impact of uncertainty in defines the property rights and undirected government policies [13]

Indonesia, with a quite high industrial development at the moment, can be categorized as semi-industrial country [10]. When the industrial activity of a country developed, its industrial activity requires a lot of resources and also left a lot of bad impact on the environment. In addition, there are still many industries in Indonesia that are not adhering to the quality standards and technical regulations set out to control environmental pollution [16].

Moreover, as commonly happen in a semi-industrial country, the increase of output growth is more a preferable target, but very lack of the observation and awareness to the growth of negative externalities of the industry. As a result of the increasing level of consumption and other activities, it also increased the effluent or waste generated. These waste become one of the big environmental problems due to quantity as well as level of danger, which is disturbing the lives of other living creatures [10].

Stated by Indonesia Domestic Solid Waste Statistics, generally, the amount of garbage in Indonesia is very upsetting. As the most populated island, Java Island is the largest waste producer with 21.2 million tons waste/year. Jakarta, as part of Java Island, also becomes one of the provinces with a very upsetting amount of waste [8].

In Jakarta itself, paper waste problem cannot be separated from the overall waste problem (Wahyono, 2001). Paper, has become an integral part of human life. Almost all daily activities require paper, such as work, communication, education, health, banking, and others. Jakarta in 2013 was estimated to generate 14.92% paper waste from total composition of waste per year, only slightly higher than plastic waste with 14.02% [3]. In national scope, paper consumption per national capita in 2009 amounted to 25 kg per capita. Until the end of 2012, estimated paper consumption per national capita increased to 32 kg and capacity of paper mills in Indonesia amounted to 12.5 million tons and 60 percent is absorbed by industry and local printing [4]. This paper consumption can be seen from the increased use of paper for everyday life, for examples, letters, documents, newspapers, magazines and even people also used papers as a wrapping paper for goods and food (P-WEC, 2013).

Lately, waste-recycling business has become an attractive business in Indonesia. Waste recycling lately a lot of business ogled by the community. Because, its cheap and the basic ingredients of this business is also easily obtained [2]. In this case, paper waste has become a superior commodity in recycling business. As high functional value items, paper waste also generated from residential areas until offices and educational institutions and other business entities that often require a lot of paper. This potential is a great opportunity to be used as a resource of economic empowerment in society [2]. Currently there are 94 areas in Jakarta that already operates waste management with '3R program'. These areas can reduce waste of up to 485 ton per day, which is around 7% of the total waste generation [1]. With these new perspectives, paper should be seen as a valuable resource, so its selection and usage must be done wisely [19].

Moreover, among entrepreneur in Jakarta, there are several businesses that are actively supporting the neighborhood-based waste management, such as Enigami Paper with particular focus on paper wastes that is located in UIN Syarif Hidayatullah Jakarta. Enigami Paper who operates by referring to '3R Program' – reduce, reuse, recycle –, shows that establishing the continuous environmental conservation can be done through basic things in everyday activities, such as applying waste-recycling business that is environmentally friendly. In Kirkwood & Walton [11], mentioned five motivational factors that drive an entrepreneur to do business with ecopreneurship concept i.e., green values, gap in the market, making a living, be their own boss and passion. Entrepreneurs who run a green business also requires a strong commitment on the way he does business in order to utilize the energy as efficient as possible and to be able to protect and preserve the environment [9]. Ecopreneurship provides an opportunity to meet the targeted national development agenda; continuance of the development and improvement of society welfare (Suprehatin, 2011). Seeing these conditions, there is a need for further study to determine the encouragement and motivation that is owned by the students-entrepreneurs in running their business by carrying an environmentally friendly system, which based on ecopreneurship.

In this paper, the object of study used is Enigami Papers. Enigami Papers is a business unit run in the field of creative industries, found by two University of Islamic State (UIN) Syarif Hidayatullah Jakarta students, Sarudi Putra and Rofiq. As stated by Sarudi in his interview, in 2011, he and his co-founder joined and won the BI competition; by that time Enigami was profit-oriented business. The two founders later joined the UNESCO competition as Enigami Team in 2012 and become one of the finalists; here Sarudi and Rofiq decided to change its orientation into green business. In early 2013, Sarudi and Rofiq joined Social Enterprise Academy for a year (www.sea-dd.com) and again changed Enigami's orientation into Green and Social Entrepreneur. Furthermore, Enigami formed a community engaged in social and paper waste management in late 2013. This community combines the creativity in creating goods from used-paper and also the empowerment of lower class housewives in the area of UIN. After several months of working together, in March 2013, the community becomes the management team and also staffs of Enigami (Sarudi, P., Interview, October 13th, 2014).

The purpose of this research knows the motivation of small businesses green values, gap in the market, be their own boss, making a living, and passion in running businesses, which based on environmentally friendly.

The emergence of ecopreneurs is very important to be developed to support the increasing of life quality and social welfare without harming the environment; with a big environment problem, a small business in the recycling business try to delivered its green business by educating its environment of continuous environmental conservation, which can be done through basic things in everyday activities. But in the other hand, the concept of this kind of business is still lacking either in academic or practical implementation. Having identified these, the motivation of such small business needs to be explored such as, what does the green value mean for the ecopreneur, how they identify the environmental problem as a gap in the market to star business, does they motivated financially, and does ecopreneur really put their passion in environment as their motivation to start business.

1.1 Research Methods

This research used qualitative methods. Qualitative research is research that addresses business objectives through techniques that allow the researcher to provide elaborate interpretations of market phenomena without depending on numerical measurement, focus on discovering true inner meanings and new insights [21].

Case study research is chosen for this purpose, according to Stake [7], case study is an investigation and analysis of a single or collective case, intended to capture the complexity of the object of study. Case study methodology maintains deep connections to core values and intentions and is ‘‘particularistic, descriptive and heuristic’’ [7].

Below are the operational variables for this research. The operational variables will be developed using interview as the instrument

Table 1.1 Operational Variable

Variable	Sub – Variable	Concept
Green Value	There must be a better way	1. <i>If there’s better way in the business activities, which is less harmful for the environment, the better</i>
	Educating Other	2. <i>Spread the green value within self to others</i>
Gap in Market	Observe a gap in market	3. <i>Look for opportunities through the awareness of environmental issues</i>
	See the need for a products or service (user-based)	4. <i>Look for the need that was currently unmet in the market</i>
	See a growing market	5. <i>The increasing awareness of environmental sustainability has seen as a new growing market</i>
Make a Living	Make a living	6. <i>Running a business to earn a living or to cover costs</i>
Being Own Boss	Independence	7. <i>Wants to get the freedom from work independently</i>
	Do something for self or as a couple	8. <i>Wants to get achievements for self or as a couple</i>
	Family-related motivations	9. <i>Comes from family who also a business player</i>
Passion	Passion for the environment	10. <i>Wanted to play a part in reducing environmental degradation.</i>
	Passion for their product or service	11. <i>Wanted to play a part in reducing environmental degradation by providing environment friendly products or services</i>

Adapted from Kirkwood & Walton (2010)

For the sample of this journal, According to Sugiyono [17] in qualitative research using social situation, because qualitative research departs from specific cases that exist in particular social situations. The population in this research is the social eco-business players in Jakarta, which is Enigami Papers. The sample of this

research is informant, which is obtained by purposive sampling- in this research; the business owners that has implemented the social eco business activities.

According to Sugiyono [17] qualitative research as a human instrument function sets the research focus, selecting informants as a source of data, and perform data collection, assessing the quality of data, analyze the data, interpret the data and make conclusions on the findings.

For the needs and purpose of this research, the most suitable ways to collect the data is by doing interview with Enigami Papers owners, Sarudi Putra and the co-owner, Rofiq, this consideration also refer to the purposeful sampling used in this research. The purposive sampling as stated by Zikmund et al [21] is confined to specific types of people who can provide the desired information, either because they are only ones who have it, or conform to some criteria that set by researcher.

The questions for the interview are developed using the open and closed questions. This typical of interview questions give the participant more control over what is talked about and usually produce more detailed responses [5]. Nevertheless, to gather another supportive data, the author will also do an observation. Observation that author did was observed the work area condition.

2. Literature Review

2.1 Definition of Ecopreneurship

The term 'ecopreneurship' is a combination of two words, 'ecology' ('eco') and 'entrepreneurship'. Similar to the entrepreneurship in the general meaning, the meaning of ecopreneurship also varies. Schaltegger [14] briefly defines ecopreneurship as entrepreneurship through an environmental lens. According to Walley, E., & Taylor, D [20] ecopreneurship can be referred to the understanding of green concept; which is moving towards environmental or ecological sustainability both in products and processes. Nevertheless, there are similarities in perspective where ecopreneur not only profit-oriented but also concern to environment and social [18].

At the most simple level, ecopreneurs have been divided into two groups based on their objectives (social and commercial), although these boundaries may be blurred [12].

1. Social Ecopreneurs

An individual who aims to promote ideas, products, technologies that environmentally friendly (eco-friendly) either through market and non-market, while an organization that has the same goal known as social ecopreneurial organization.

2. Commercial Ecopreneurs

Commercial Ecopreneurs or ecopreneurial corporations are individuals, groups, or companies that aim to maximize personal advantages to identify green business opportunities (products and processes that are environmentally friendly) and turn it into a profitable business.

2.2 Five Motivational Factors of Ecopreneurship

Keogh & Polonsky stated, that like other types of entrepreneurs, motivations for ecopreneurship might also be multi-faceted [11]. One of the key distinguishing features of ecopreneurs is their strong ethical reasoning [11]. Furthermore, Kirkwood & Walton, said that there are five factors that underlie or motivate entrepreneurs in running a business based on environmentally friendly system or ecopreneurship:

1. Green Value

A key motivator for half of the ecopreneurs was their underlying green values. The ecopreneurs were strongly motivated by spreading their green values to others. They were motivated to spread the word about their business and environmentalism in a number of different forums. Much of this occurs through educational strategies that ecopreneurs operate as core to their business. They do this through web sites, visiting markets and expos, and word of mouth. Word of mouth should not be underestimated, with some customers acting as "disciples" and selling the product or service to their friends. The ecopreneurs placed great importance on younger generations being more aware of environmental concerns.

2. Gap in the Market

The ecopreneurs had identified a personal need that was currently unmet in the market and that spurred them to start the business. The gap in the market was identified through their awareness of environmental issues rather than purely commercially based opportunity recognition. Cohen and Winn (2007) and also Freimann et al. (2005) stated, these findings mirror the few existing studies on ecopreneurs' motivations which show ecopreneurs taking advantage of market imperfections and opportunities [11]. Ecopreneurs exhibited typical entrepreneurial behaviors in terms of opportunity

recognition. Interestingly they did not tend to have prior experience in the area in which they started the business, as prior studies of entrepreneurs in general have found to be most common [11].

3. Making a Living

For other ecopreneurs, monetary motivations were apparent. They spoke very little about being profit-driven but more about wanting to earn a living or cover their costs. There are some cases shown, that ecopreneurs own a business in order to make their living. In another case, one ecopreneur's motivations were more clearly focused on profit. In all of the cases where ecopreneurs talked about financial motivations, none mentioned a desire to make a large profit. It is important to note that many stated they were definitely "not profit driven". In fact, the business just had to make enough money to be sustainable and support their families and lifestyle.

4. Being Their Own Boss

Some ecopreneurs mentioned that they wanted to be their own boss and own a business. This finding shares some parallels with those found in a related study on associative entrepreneurs [11]. However, there are some copreneurial (couples working in the business together), which for them, their motivation for starting their business was a joint one with their spouse, and shows the connectivity of the ecopreneur with their families. In the other hand, there are a few ecopreneurs showed a contrary view and were not pulled into entrepreneurship by a desire to be their own boss. While being their own boss motivated many ecopreneurs, but still many of them were not. These findings indicate that independence-related motivators did not appear to be as important as other motivators such as seeing a gap in the market and identifying a need for their product or service.

5. Passion

Related to the green values, ecopreneurs spoke of the passion they had for the business and the products or services they offered for sale. Most of ecopreneurs were passionate about the environment and wanted to play a part in reducing environmental degradation. They also had a similar passion for their product or service and this illustrates the close linkage between this passion and the ecopreneurs' green values. In fact it may be difficult to separate the two motivators (passion and green values) in the case of ecopreneurs.

3. Discussion

3.1 Green Value

Ecopreneurs are defined in this study as those entrepreneurs who enter these eco-friendly markets not only to make profits, but also having strong, underlying green values, and a key motivator for half of the ecopreneurs was their underlying green values [11]. Based on the result of interview from the owner and the co-owner, which are the main objects of this study, they come to an agreement where doing business which is less harmful for the environment does motivate them, respondent #1 has stated that in Enigami, they try to reduce paper waste by upcycling the paper waste and also inviting people to not just toss out their trash. By doing so, they can reduce negative impacts to the environment. Along with it, respondent #2 said that through Enigami, he try to educate people and change their mindset about paper-waste. Because he believes, if people treat paper waste better – for example, upcycling them, the value of these paper wastes will be higher than the new paper. This is in line with Pastakia [12] that ecopreneurs are individuals or institutions that attempt to popularize eco-friendly ideas and innovations either through the market or non-market routes.

These green values often worked in combination with the ecopreneur seeing a gap in the market. The ecopreneurs in this study would not engage in the exploitation of market opportunities at the expense of their green values (Kirkwodd & Walton, 2010). As expressed by respondent #2, the fact that loads of used papers is found in many places and areas around people especially his university has move him to upcycling the paper waste and turn it into something more valuable. This excerpts from one of the participants show his conscious decision to do things differently in his businesses compared to what was currently on offer in the market.

Additionally the ecopreneurs were strongly motivated by spreading their green values to others. They were motivated to spread the word about their business and environmentalism in a number of different forums [11]. In term of spread the green value within self to others, respondent #1 says, in Enigami they form a program called 'Sayang Sampah', 'Edukasi Budaya Hijau' and 'Sedekah Lingkungan Hijau'. All of them are their effort to influence people to pay more attention to reduce their usage of paper and its waste. Respondent #2 added; they try to encourage people to reduce paper waste they produce and show them that actually, paper waste can be upcycled into something more valuable. Much of this occurs through educational strategies that ecopreneurs operate as core to their business. Stated by [11], they do this through web sites, social media, visiting markets and expos, and word of mouth.

3.2 Gap in the Market

Most of ecopreneur stated they saw a gap in the market for a particular eco-friendly product or service [11]. Respondent #2 said that right now we need businesses that support environmental issues because now, many people will understand the environmental problems that exist and that are how green business will greatly developed. Moreover, respondent #1 also stated that the trend right now is going back to the past, where people start to look for something that is less harmful for the environment. These excerpts are classic cases of entrepreneurs seeing market imperfections and viewing these gaps as an opportunity to start a new venture. Furthermore, respondent #1 also stated that how little things like straws can be harmful for the environment unless someone recycle or upcycling it and not just toss it away. This is in line with the explanation about green values, which often worked in combination with the ecopreneur seeing a gap in the market in part 3.1.

Another excerpts from the respondent show that he also see the gap in the market because it is more closely aligned with his expertise and interest. Respondent #2 said that he saw the fact that all students of UIN, which is around 1800 students, all working on their thesis, all working on their assignments and how many paper wasted afterward. With just one place, the paper waste generated was so big, and with his ability in upcycling papers, he saw this as a need that was currently unmet in the market and that spurred him to start the business. Interestingly, none of both respondents had prior knowledge before in the industries in which they started their businesses. In fact, their background study was totally unrelated. The gap in the market was identified through their awareness of environmental issues rather than purely commercially based opportunity recognition.

3.3 Make a Living

In Kirkwood & Walton (2010), they stated that for ecopreneurs monetary motivations were apparent. Both owner of Enigami spoke very little about being profit-driven but more about wanting to earn a living or cover their costs. Both respondents explain their views further:

Respondent #1 said that the important thing is their contribution to the community. He believes if they pursue their contribution in community, money will come by itself to them. Profit is important and he agrees to pay attention to it. But that's not their main goal.

Respondent #2 added that the profit they get is enough for daily allowance; pay the commission for the team and pay the salary of housewives they empowered. Even though for both owner, it is still deficit, but at least it is enough to cover the expenses.

Furthermore, for these both owner educating people is more important than the profit. Respondent #1 stated that life is not for loading and keeping all the wealth; therefore their main goal is their contribution to the community. Added by respondent #2, profit is not their priority; they do look for profit but their contribution to the community and environment is more preferable. This is similar to what have Kirkwood & Walton stated in their research. In Kirkwood & Walton [11], all of the cases where ecopreneurs talked about financial motivations, none of them mentioned a desire to make a large profit. It is important to note that many stated they were definitely "not profit driven". In fact, the business just had to make enough money to be sustainable and support their families and lifestyle.

3.4 Being Own Boss

Entrepreneurs are often motivated to set up their own businesses so that they have more control over their own lives and can create a small world of their own. Respondent #1 stated that he already has some office-work experience, and he doesn't like the feeling of working for somebody else. Moreover, in another interview, he mentions that he did choose to not work in an office. Because he believes and wants his hobby in design to be paid and make a living from it. This is mirror the statement of Kirkwood & Walton that being ones' own boss and owning a business was important to ecopreneurs.

In the other hand, Kirkwood & Walton [11] also stated independence-related motivators did not appear to be as important as other motivators such as seeing a gap in the market and identifying a need for their product or service and this can be seen in respondent #2 answer; he stated that he do wants to work at an office, so he can learn about the working environment, learn how to mingle with people at the office and learn how to treat his subordinates well. He also believes that being an entrepreneur doesn't mean that he/she cannot go to work at the office.

Furthermore, for copreneurial (couples working in the business together), their motivation for starting their business was a joint one with their spouse, and shows the connectivity of the ecopreneur with their families. This is also can be seen in both owner statements. Respondent #1 told that in the future when he has his own family, he wants to have plenty of time with his kids and wife. He also wants to have plenty of time to spend

with his parents. He also told that being an ecopreneur is more flexible, it doesn't really effect his personal time and he can focus more on the community. Respondent #2 also expresses the same idea. Even though he wants to work at the office after graduate, he still feel more comfortable to be an entrepreneur, because he can spend a lot more time with his family and friends, moreover he work by his passion for the environment and hobby.

3.5 Passion

Related to their green values, respondent #1 only told that his passion for the environment is already ingrained, but this statement can clearly tell us that his passion and attention for the environment is big. Added by respondent #2, he definitely motivated to be an ecopreneur because of his passion for the environment, that is why he invited people to join Enigami (or environment community) and make something out of used papers. According to Kirkwood & Walton it is very common that ecopreneurs had passion for the business and the eco-products or eco-services they offered for sale.

Another expression on the role of passion in their motivations for starting the business also seen in respondent #2 answer, when he was in KPK (Komunitas Pencinta Kertas) he is invited to environmentally conscious, perceptive about Indonesia's environmental problems, especially paper waste problem started from the waste of paper, the usage of paper, up until the raw material of the paper, which was originally from the tree.

This example shows the respondent #2 passion was with the natural, raw material that went into the product. This example shows that passion may be closely linked to the ecopreneurs' strong underlying green values. Both ecopreneurs in this study were passionate about the environment and wanted to play a part in reducing environmental degradation.

They also had a similar passion for their product and service and this illustrates the close linkage between this passion and the ecopreneurs' green values. In fact it may be difficult to separate the two motivators (passion and green values) in the case of ecopreneurs.

4. Conclusion

Both respondents were motivated to spread the word about their business and environmentalism in a number of different forums, and this show the influence of green value to the business. They sought to educate people directly, seeing this as an important part of their role. Both of the ecopreneurs started eco-businesses and many of their practices were environmentally focused, but green values were not necessarily the key motivator for them in starting the business. Perhaps more importantly than at the time of business start-up, these green values appear to be held as a top priority in the ongoing management of the business.

The gap in the market was identified through their awareness of environmental issues rather than purely commercially based opportunity recognition. Both owners seeing market imperfections and viewing these gaps as an opportunity to start a new venture. Respondent #1 also stated that the trend right now is going back to the past, where people start to look for something that is less harmful for the environment. Businesses should show their support to environmental issues because today, many people will understand the environmental problems that exist and that are how green business will greatly developed.

In all of the cases where both respondents talked about financial motivations, none mentioned a desire to make a large profit, because money is not the prior motivation. Educating people about 'being green' is more important than the amount of money. They believe, by contributing more to the society, and then money will come by itself. The business just had to make enough money to be sustainable and support their team and lifestyle.

Furthermore, just like any other entrepreneur, being ones' own boss and owning a business was important as an ecopreneurs. But sometimes, independence-related motivators did not appear to be as important as other motivators such as seeing a gap in the market and identifying a need for their product or service, just like respondent #2. But both of respondents agree that one of their motivations to be an ecopreneur is because they want to contribute to the society and they also concern for environment especially the paper waste.

Last, as any other ecopreneur in Kirkwood & Walton' research, both of them shows their passion to the environment and related to their green value. Respondent #2's passion was with the natural, raw material that went into the product. This example shows that passion may be closely linked to the ecopreneurs' strong underlying green values. Both ecopreneurs in this study were passionate about the environment and wanted to play a part in reducing environmental degradation.

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