

## ABSTRACT

One of global issue nowadays is environmental damage. Global warming is a common issue recently and it is caused by human activities around the world, such as increasing population, landfill waste, and the growth of technology and industry. Thus, these events can have a global impact. Environmental damage is a very complex problem, every day people are always related to this issue. There are various of environmental problems that give impact towards human survival, one of the most urgent problem is garbage. Therefore, BMS Mayungan Garbage Bank, Yogyakarta as one of the Garbage Bank in Yogyakarta, need to manage the concept of entrepreneurship so that this Bank not only concerned with economic value alone, but also pay attention to aspects of the environment. The concept of entrepreneurship in this study are based on the implementation of the ecopreneurship concept. The purpose of this study is to investigate the implementation of BMS Mayungan, owner of Garbage Bank Yogyakarta, towards the concept of eco-innovation, eco-commitment and eco-opportunity that can be used to overcome the environmental problems that keeps increasing day by day. This type of research is descriptive qualitative research with case study approach. Informants determined through purposive sampling technique. The technique of collecting data use interview, observation, and documentation directly in the field. After getting the data, the authors confirm the validity of the data with the model of triangulation. The results of this study indicate that there are some innovations, commitments and opportunities from the owner BMS Mayungan Yogyakarta, where the innovation can be useful in enviroment such as garbage that can be exchanged for cash and waste recycling systems and also has strongly commitment in order to continue the preserve of environment so that this community can keep survives. Other than that, these environmental problems can turn into a chance for entrepreneur. Main operational activity and additional implementation of BMS Yogyakarta including five major parties namely owner of Bank Sampah, garbage collector, employee of Garbage Bank, customer of Garbage Bank, and BMS it self.

**Keywords:** *Garbage, Garbage Bank, Ecopreneurship, Entrepreneur*