

ABSTRACT

The volume of waste generated by the community in District Bandung tend to be higher, at the average of 1,58 litre / person / day exceed the national average within a range of 1,25 litre / person / day. The accumulation of garbage is raised especially at the current level of waste management service by related department is only able to carry 16 % of the whole garbage produced by the community. These symptoms lead emerging entrepreneurs who care about the environment called ecopreneurs who then set up environment-based business; one of the example is that bank sampah, wich from the establishment is now continue to develop.

The objective of this research was to understand the factors that motivate ecopreneurs in setting up a bank sampah, by conducting assessment on Green Value, Gap in the Market, Making a Living, Being their own Boss, and Passion of Bank Sampah Bersinar.

This research is a case study about Bank Sampah Bersinar using qualitative research method. Data were collected through in-depth-interview with semi-structured format against the figures involved in the founding of Bank Sampah Bersinar. Secondary data related to the theme of the research used to support this research, which is scientific journals about ecopreneurship, data from government agencies, also news and articles related to the research.

Based on the results of the data processing, it can be seen that all of the ecopreneur motivational factors are inside the first, the second, and the third respondents including a green value motivational factor, gap in the market, making a living, being their own boss, as well as passion. However, there is a dominant factor in each respondent in terms of the motivation for establishing the Bank Sampah Bersinar. The first respondent is dominated by the gap in the market factor, the second respondent is dominated by the green value factor, and the third respondent is dominated by the passion factor.

Based on the results of the study, for further enhancement of the contribution in playing a role to overcome the environmental degradation, founders of the Bank Sampah Bersinar should increase the public interest to capture the coming opportunity and establish more partnerships to tackle the garbage that they can not managed by themselves.

Keywords: *Entrepreneurship; Ecopreneurship; Ecopreneurial Motivation*