

ABSTRACT

Garbage is one of the environmental impact that can not be separated from people's lifestyles. The amount of waste can be handled by the government is still very small compared to the total amount of garbage produced per day. But in addition, there are also some people who pay attention to the impact of pollution on their environment. Bank Sampah Bersinar be present with its founder Mr. John and Mrs. Fifi as ecopreneurs here is needed to support improved quality of life, social welfare, and help reduce environmental damage. But the number of ecopreneurs currently not comparable to the growth of environmental damage.

The question this study as follows: (1) How does the application of green value to ecopreneur businesses on Bank Sampah Bersinar? (2) How does an understanding ecopreneur businesses on Bank Sampah Bersinar about the gap in the market? (3) How is the application of make a living on ecopreneur businesses on Bank Sampah Bersinar? (4) How does an understanding ecopreneur businesses on Bank Sampah Bersinar about to be own boss? (5) How does an understanding ecopreneur businesses on Bank Sampah Bersinar about passion?

This study used qualitative methods to describe and illustrate the empirical reality behind the phenomenon in depth, detailed and complete. The population in this study conducted by observation and semi-structured interviews with the perpetrators ecopreneur in Bank Sampah Bersinar, Baleendah subdistrict, Bandung regency.

The results showed that there is a match between the research objectives with the theory used. From motivational factors ecopreneurs form of green values, a gap in the market, make a living, be Their own boss, and passion, it shows the valid results from both sources.

Keywords: garbage, motivation, qualitative, waste bank, ecopreneur