

## **ABSTRACT**

*Today many conventional business activities that may result in environmental damage. Therefore, the concept ecopreneurship is considered to be one of the solutions that can bridge the gap between economic and environmental interests. Ecopreneurship concept is used by Fish 'n Blues as a supplier and retailer of environmentally friendly seafood.*

*This study aims to determine the application sub ecopreneurship concept consisting of eco-innovation, eco-opportunity and eco-commitment at Fish 'n Blues by using model Kainrath. This type of research used in this research is descriptive qualitative method. Data collection techniques used in this research is triangulation techniques to data analysis using the technique of data reduction, data presentation, drawing conclusions and clarification.*

*The results of this study indicate that the Fish 'n Blues implement sub concept of eco-innovation, eco-opportunity and eco-commitment on the model Kainrath as ecopreneur. In sub concept of eco-innovation, Fish 'n Blues apply it to the concept of environmentally friendly seafood products, sales of some types of environmentally friendly products, makes Tuna Spread as processed products, using a bag of cassava and utilize social media for promotions and campaigns. In sub concept of eco-opportunity, Fish 'n Blues took a chance based on the utilization of fishery resources and the lack of information overload experienced by the people megenai seafood products are environmentally friendly. While the sub concept of eco-commitment, namely the high morale of employees Fish 'n Blues in creating markets for seafood products are environmentally friendly, provide an appreciation of the local fishermen as well as doing business in accordance with the rules.*

***Keywords: ecopreneurship, eco-innovation, eco-opportunity, eco-commitment, seafood, eco-friendly***