

ABSTRACT

At this time some people are still reluctant and afraid to use LPG stoves because many cases of LPG waste gas plus LPG gas shortages that people need to find an alternative to meet their needs. Therefore, the concept of technopreneurship is considered to be one solution that can bridge between economic interests with technology, especially in the field of alternative energy. The concept of technopreneurship is used by CV Wahana Putera Ideas as an energy manufacturing company.

This study aims to determine the application of technopreneurship sub concepts consisting of business skills and technology skills in CV Wahana Putera Ideas by using technopreneurship model. Type of research used in this research is descriptive with qualitative approach. Data collection techniques used in this study is triangulation techniques with data processing using data reduction techniques, data presentation, data withdrawal, drawing conclusions and clarification. The data source was chosen purposively and was snowball sampling.

The result of this research shows that CV Wahana Putera Ideas implements the sub concept of business skill and technology skill in technopreneurship model as technopreneur. In the sub concept of business skill, CV Wahana Putera Ideas implements the manufacturing company as well as the utilization of natural resources. All products lead to ISO 9001 and under BSN's guidance. The treatment that resellers get is intensive and selective, then CV Wahana Putera Ideas implements 1 channel for many markets. CV Wahana Putera Ideas also makes businessplan. Business entity in the form of Persekutuan Komanditer or CV. While in the sub-concept of technology skill, CV Wahana Putera Ideas has invention and product innovation that is ethanol +, while invention and process innovation is the whole process leads to ISO 9001, offering various kinds of technology that move on alternative energy field appropriately, Protected are Patents with number P0020090345, packing using plastic and cardboard.

Keywords: *technopreneurship, business skill, technology skill, alternative energy, energy efficient*