

Abstract

Industrialization and modernization in developed countries are now able to increase the welfare of society. Seeing the success of developed countries developing countries finally began to apply for welfare. But industrialization and modernization to be one cause environmental damage as occurs in forest destruction has reached 20 000 km². In the present era, humans created the technology with the intention to make it easier, practical, efficient and did not experience any difficulties. Mindset or perspective that companies should prioritize profit ranging widely questioned after the various environmental damage as the impact of the business activities to achieve profit. In this study, carried out the research with the object PT. Indonesia Matoa Digdaya as companies ecopreneurship for in identifying what is being done to the environment and society matoa.

The purpose of this study was to identify the PT. Digdaya Matoa Indonesia, Bandung by using the concept of profit, people and planet that are used within and outside the company to deal with environmental issues and sustainability of the company in the future.

This type of research is descriptive qualitative research. The informant set using purposive sampling. The technique of collecting data using interviews and documentation directly and tested using triangulation with information obtained from three informants.

These results indicate, there are activities undertaken by PT. Digdaya Matoa Indonesia, Bandung from Profut concept, namely in the form of external and internal compensation, donations and investments. People of the concept that is, the freedom to work, providing information about the seminar and campaign environment. From Planet, Use of materials with certified wood and wood waste can take advantage of environmental safeguard, especially the forest is maintained as well as environmental conservation by planting tree seedlings to be maintained in the future.

Suggestions based on the results of the study, with their peers, engage and cooperate in providing information and environmental conservation so that more and more companies are concerned about the environment and increase activities related to environmental conservation in the form of planting trees, cleaning up the environment, activities kerjabakti especially outside the city of bandung because there are still a lot of empty land in Indonesia for a new tree seedlings planted.

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Keywords: Ecopreneurship, Triple Bottom Line, Business Sustainability