

ABSTRACT

In Kabupaten Bandung, along the banks of the Citarum River are often the areas affected by the flood. These environmental issues then encourage business actors in this case Shining Bank Shelter (BSB) to take advantage of existing opportunities to solve the phenomenon and help the community through the utilization of waste. Business entities in the field of ecopreneurship such as BSB then appear and educate the public about the need to understand how to sort the waste and then saved for the fulfillment of their other needs. This study aims to evaluate the implementation of eco-commitment, eco-innovation and eco-opportunity in the process of waste processing and environment-based business conducted by BSB and partnership activities undertaken by BSB in order to support ecopreneurship. This research uses descriptive qualitative method with case study approach. The informant is determined by purposive sampling technique, consisting of 3 persons from the internal side of BSB and 1 person from the external party that is from the assisted group of BSB. Techniques of collecting data using interviews, observation, and documentation directly in the field. After obtaining the data, the authors ensure the validity of the data with the technique and source triangulation model. Data analysis tools using NVIVO 10. The results of this study indicate that in its implementation BSB holds a strong commitment that money is not everything in this business, because BSB's main focus is social, how BSB can change the way people view the waste. In terms of innovation, BSB has done the development but still not seen much differentiation from other junk bank. In addition, BSB has taken advantage of existing opportunities but not maximally. From the partnership side, BSB has cooperated with various parties such as government schools, hotels, industries, TNI, SMEs. Cooperation with other parties able to support the process of ecopreneurship BSB.

Keywords: Garbage, Garbage Bank, Ecopreneurship, Partnership