

ABSTRACT

Today many conventional business activities are not concerned with the environment. Therefore, the concept of ecopreneurship is considered to be one solution that can bridge the gap between economic and environmental interests. The concept of ecopreneurship is used by CV Bank Sampah Bersinar as a business that is concerned with environmental sustainability.

This study aims to determine the application of ecopreneurship sub-concept which consists of eco-innovation, eco-opportunity and eco-commitment in CV Bank Sampah Bersinar by using Kainrath model. Type of research used in this research is descriptive with qualitative method. Data collection techniques used in this study is triangulation techniques with data analysis using data reduction techniques, data presentation, conclusion and clarification.

The result of this research shows that CV Bank Sampah Bersinar is implementing eco-innovation, eco-opportunity and eco-commitment concept on Kainrath model as ecopreneur. In the sub-concept of eco-innovation, CV Bank Sampah Bersinar applied it to the concept of selling products made from used waste that is recycled by buying waste from the surrounding community, using bags of cassava and utilizing social media for promotion and campaign. In the eco-opportunity sub-concept, CV Bank Sampah Bersinar takes the opportunity based on the public's problem of environmental pollution caused by the indiscriminate waste disposal. And the lack of public information about the importance of preserving the environment. While in the sub-concept of eco-commitment, the high spirit of CV Bank Sampah Bersinar in developing their products and in handling the problem of environmental pollution in the case of garbage, giving appreciation to the community in the form of buying the garbage they collect at a higher price and business which conforms to the rules.

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