

## **ABSTRACT**

*Garbage is one of the common problems that existed from the past until now. The increase in population has a volume that is also proportional to the increase in the amount of waste produced. The problem of waste that is currently happening in Indonesia is not just a problem in the field of environment, but the problem of waste has become a social problem that can cause conflict for the community. Waste production that continues to increase causes the Bandung District Government to make efforts in implementing a cleanliness program called the Sabilulungan Bersih Program or better known as Kampung Saber. Desa Kutawaringin is one of the villages that participated in implementing the Saber program. However, in its implementation, it certainly has several obstacles that can be problems in the implementation of the Kampung Saber.*

*This study aims to identify ecopreneur barriers to implementing the sabilulungan bersih program in Desa Kutawaringin based on awareness, knowledge, and government support. This study uses a qualitative method to describe and describe the reality behind the phenomenon in depth. The data collection technique is by conducting interviews. The speakers involved were 3 people. Based on the results of data processing obtained from interviews, it was found that ecopreneur barriers consisting of aspects of Lack of Awareness, Lack of Knowledge, and Government Constraints were identified in the implementation of the Kampung Saber program in Kutawaringin. In the end, this research is expected to provide direction for ecopreneurs and village managers of Saber in implementing the program.*

*Keywords: Barriers, garbage, qualitative, sabilulungan bersih, ecopreneur*