

ABSTRACT

The Sustainable Development Goals (SDG) is a global action plan that contains 17 goals and 169 goals expected to be achieved by 2030. This has become an agreement among world leaders (Indonesia is one of them), aimed at eliminating poverty, reducing inequality, and protecting the environment. One of the goals of the Sustainable Development Goals that Indonesia pays attention to is the fourth goal, which is quality education. The fourth goal is to "ensure inclusive and equal quality education and provide lifelong learning opportunities for all."

This research aims to obtain information on the application and education of eco-entrepreneurship for students in SMK Telkom Bandung's PATRIOT program, and to find out the role of SMK Telkom Bandung's PATRIOT program in realizing the fourth SDGs. In this context, research conducted on the Integrity Education and Disciplinary Training Program (PATRIOT) carried out in SMK Telkom Bandung showed that the program provides education on the concept of eco-entrepreneurship, in line with SDG Goal 4.

The phenomenon in this study was explored using field research methods. Data collection techniques are collected through the use of questionnaires and raw data. 326 students and 10 tutors participated in the survey. Respondents will be provided with a questionnaire on the concept of eco-entrepreneurship, which includes three aspects (economic, environmental and social), and the application of the concept of quality education to the fourth and seventh goals.

In this research, it was found that SMK Telkom Bandung's PATRIOT program played a role in the education of the concept of eco-entrepreneurship and the achievement of the fourth goal of sustainable development goals. The results of the study obtained data, that is, the respondent's answer was "agree", with an average of 3.72, 4.32 and 4.36. The supervisor's response was "agree", with an average of 4.25, and "strongly agree" with 4.76 and 4.82. In the concept of quality education, student respondents' answers are "agree" with averages of 3.83 and 4.01, coach teachers' respondents' responses are "agree" with an average of 4.2, and "strongly agree" values 4.53.

It is expected that the results of this study will be used as materials for the inspection, application, and evaluation process related to the implementation of "Strengthening Character Education" activities in each school to ensure quality education. In addition, this research can be used as a guide and reinforcement for the concept of eco-entrepreneurship to increase the number of educated entrepreneurs in 2030.

Keywords: Strengthening character education, ecopreneurship, Sustainable Development Goals, Quality Education