

ABSTRACT

The trend of healthy lifestyle with the slogan of “Back to Nature” is currently emerging. Food and beverage products are the most targeted product for the consumers who care about the environment. With the increasing of the netizen’s awareness about the organic food, this opens opportunities for entrepreneur who is concern about the environmental situation, to start an environmentally friendly food business, which would also lead to ecopreneurship practice. However, ecopreneurship is still a new concept both from academic studies and in practical implementation. There is still a minimum implementation of ecopreneurship practice, moreover in food business that is in line with the concept of ecopreneur in Indonesia.

This research is conducted in order to analyze the implementation of ecopreneurship aspects: eco – innovation, eco – commitment, and eco-opportunities in food business. This research took place in Bandung. It is meant to figure out how far has the business implemented the ecopreneurship aspects and how is it categorized in each aspects.

The type of this research is qualitative method with a case study analysis. Case study analysis is chosen it involve in-depth analysis of similar situations in other organizations. Primary data are gathered through interviewing 3 respondents, which are the owners of Toko Organic.

The result shows that, Toko Organic has implemented the ecopreneuship aspects. In Eco – Innovation aspect it is categorized in category 2, which is minor product improvement. Then in Eco – Commitment aspect is categorized as having the continuance commitment, and lastly in Eco – Opportunities aspect considered to be pursuing imperfect information opportunity. These categories are considered to be a good implementation of ecopreneurship aspects, however more implementation that could lead to a change in category may happen in the future.

Keywords: ecopreneurship, eco-innovation, eco-commitment, eco-opportunities, organic food, healthy lifestyle