

**ANALISIS PENGIMPLEMENTASIAN ASPEK ECOPRENEURSHIP DALAM
BISNIS MAKANAN
(STUDI KASUS DI TOKO ORGANIC BANDUNG)**

**ANALYZING THE IMPLEMENTATION OF ECOPRENEURSHIP ASPECTS IN
FOOD BUSINESS
(A CASE STUDY OF TOKO ORGANIC IN BANDUNG)**

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Abstrak

Ecopreneurship masih merupakan konsep yang baru baik dalam kajian akademis maupun implementasi praktis. Dengan meningkatnya kesadaran masyarakat akan makanan organik, membuka peluang untuk para pengusaha yang peduli dengan lingkungan, dalam kata lain ecopreneur, untuk memulai bisnis makanan yang ramah lingkungan, yang juga dapat menuju kepada praktis ecopreneurship. Implementasi praktis dari ecopreneurship di Indonesia masih minim, terlebih dalam bisnis makanan yang sejalan dengan konsep ecopreneurship, walaupun tren hidup sehat sedang meningkat. Riset ini dilakukan untuk menganalisis implementasi dari aspek ecopreneurship: eco-innovation, eco-commitment dan eco-opportunities di bisnis makanan organik di Bandung. Riset ini bertujuan untuk menganalisis sejauh mana sebuah bisnis telah mengimplementasi ecopreneurship aspek dan bagaimana pengkategorianya. Riset ini adalah riset kualitatif dengan analisis studi kasus. Kesimpulan menunjukkan bahwa Toko Organic telah mengimplementasi aspek ecopreneurship. Aspek Eco – Innovation dalam kategori 2: minor product improvement. Eco – Commitment dikategorikan dalam continuance commitment dan Eco – Opportunity merujuk pada imperfect information. Kategori ini menunjukkan pengimplementasian aspek ecopreneurship dengan baik, akan tetapi pengimplementasian lebih jauh, yang dapat merubah kategori tersebut dapat terjadi di masa yang akan datang.

Kata kunci : *pengusaha ramah lingkungan, eco-innovation, eco-commitment, eco-opportunities, makanan organik, gaya hidup sehat*

Abstract

Ecopreneurship is still a new concept both from academic studies and in practical implementation. 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. There is still a minimum implementation of ecopreneurship practice, moreover in food business in Indonesia. This research is conducted in order to analyze the implementation of ecopreneurship aspects: eco – innovation, eco – commitment, and eco-opportunities in organic food business, which took place in Bandung. This research is meant to figure out how far have 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. The result shows that, Toko Organic has implemented the ecopreneurship aspects. Eco – Innovation aspect in category 2: a minor product improvement. In Eco – Commitment aspect is categorized as having the continuance commitment, and in Eco – Opportunities aspect considered to be pursuing the imperfect information. 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*

1. Introduction

1.1. Background of Study

A healthy lifestyle with the slogan "Back to Nature" has become a new trend of the world community. People increasingly realize that the use of chemicals of non-natural, such as synthetic fertilizers and chemical pesticides and plant hormones, in agricultural production had a negative impact on human health and the environment [6]. Awareness on health in Indonesia has increased as the emergence of degenerative diseases caused by consuming unhealthy food. Healthy lifestyle by eating organic food is now also becoming a trend [7].

Food and beverages represent nine of the top 11 fast moving consumer goods categories, however there are still limited "healthy options" available among mainstream food and beverage products offered in this country. And when healthy choices are offered, there is relatively little demand for these products from consumers. Compared to developed countries and even other neighboring developing countries, Indonesia lags behind in terms of offering consumers basic healthy food and beverage options such as low sugar or low fat products. The country also lags behind in educating consumers about the importance of healthy eating habits [13].

Food and beverage products are the most targeted product for the consumers who care about the environment. This opens the opportunity for manufacturers to sell products according to market demand, products that are healthy and environmentally friendly such as organic foods and drinks [2]. With the increasing of consumers' demand toward food that is safe to be consumed and the adverse effects of food that can cause obesity, this concern leads to the opportunity of creating healthy foods business, without the use of chemicals and pesticides that can damage human health and the environment [1].

Micro food enterprises are now recognizing opportunities to cater for a more environmentally aware consumer base. According to Cohen and Winn in Indaco-Patters [3] the sustainability agenda offers incentives to motivate new entrants to become more ecopreneurial. With the increasing of the netizen's awareness about the organic food, this opens opportunities for entrepreneur who is concern about the environmental situation, or in other word ecopreneur, to start an environmentally friendly food business, which would also lead to ecopreneurship practice.

Ecopreneurship itself is one of the emerging entrepreneurial study. This type of entrepreneurship emerges due to important issues the public face nowadays, such as environmental problems, the increasing demand of environmental friendly product as the increasing of the community and government's awareness will lead to the sustainability in the ecosystem. Since sustainable development is one of the goals of the national development. Nevertheless, *ecopreneurship* is still a new concept both from academic studies and in practical implementation [12].

According to Schaltegger (2002:46)[9] sustainable development requires sustainable innovations and entrepreneurs who can achieve environmental goals with superior innovations that are successful in the marketplace. Market innovations that drive sustainable development do not occur by accident; they have to be created by leaders who put them into the core of their business activities. Actors and companies making environmental progress in their core business may be called 'ecopreneurs'. They generate new products, services, techniques and organizational modes that substantially reduce environmental impacts and increase the quality of life. In line with Joseph Schumpeter's concept who referred to such entrepreneurial activities as 'creative destruction'. Ecopreneurs destroy existing conventional production methods, products, market structures and consumption patterns and replace them with superior environmental products and services. While according to Kainrath (2009:28) there are three aspects included in the development of ecopreneurship concept, which are Eco-Innovation, Eco-Opportunities and Eco-Commitment. The importance of concepts like ecopreneurship has to be understood against the background of today's world's increasing environmental problems [4].

With the background of ecopreneurship concept, which is according to Suprehatin (2011) is a concept that is important for the sustainability of the entrepreneurial activities that go in line with the environments, yet is still considered as a new concept either in academic or practical implementation. The fact that there is still a minimum implementation of eco-food business that is in line with the concept of ecopreneur in Indonesia, despite the increasing of awareness, interest and demand of Indonesia's citizen in organic food indicate further research regarding whether food business has implemented ecopreneurship aspects is needed.

1.2. Object Of Study

Toko Organic opened in October 2013. It sells various kinds of imported and local organic food, such as organic grains, noodles, chia seeds and many others. Other than food, Toko Organic also provides eco-friendly kitchen appliances, such as glass straw, bamboo straw, jar lids and many others. Toko Organic does not only sell organic food to its customers, but it also gives information to their customers about how important organic food is, what advantages you'll get from consuming organic food and also tips about how to live a healthy life through their Instagram account. After a year of running, Toko Organic has already had around 2000 customers (Based on

the author interview with the owner). Their first offline store is located in Jl. Riau No. 61, Bandung. After a year of running, Toko Organic open a new branch in Jl.Sukawangi 2, Bandung.

1.3. Purpose of Research

To discover the implementation of the ecopreneurship aspects: Eco-Innovation, Eco-Opportunities, and Eco-Commitment in Toko Organic.

1.4. Problem Statements

As the people's awareness in environmental issues increased, more entrepreneurs became more aware of the opportunity of eco-friendly products and services. As the awareness and demand of healthy food increases, there are some organic food business being established, yet in Indonesia, the implementation of ecopreneurship concept is still lacking either in academic or practical implementation. Toko Organic in Bandung is chosen as the object of study in this research to discover the implementation of the 3 ecopreneurship aspects: Eco-Innovation, Eco-Opportunities and Eco-Commitment.

1.5. Research Methods

The method taken for this research is the qualitative research. According to Sugiyono (2011:9)[11] qualitative research is a research method based of postpositivisme philosophy, which is used to research on natural object condition, where the researcher is the key instrument, data collection is done by triangulation, the data analysis are inductive/qualitative and the result of the qualitative research emphasize on meaning than generalization.

According to Sekaran & Bougie (2010:30) case study involve in-depth analysis of similar situations in other organizations, where the nature and definition of the problem happen to be the same experienced in the current situation. Case studies that are qualitative in nature are, however, useful in applying solutions to current problems based on past problem-solving experiences. They are also useful in understanding certain phenomena, and generating further theories for empirical testing[10].

The operational variables will be developed using *interview* as the instrument. The operational variables and the concept definition can be seen in Table 1.1 below:

Table 1.1 Operational Variables

Variable	Sub-Variable		Concept Definition
Ecopreneurship	Eco-Innovation	Product Care	Continuation of existing products,
		Minor Product Improvement	Some aspects or components of an existing product are improved.
		Major Product Improvement	New product or fundamental change in existing product, not directly based on the previous model.
		Functional Innovation	A new way to fulfill a function, with a new principal solution.
		System Innovation	The replacement of existing systems by new ones.
		Scientific Breakthrough	Scientifically-led competence needed.
	Eco-Commitment	Affective Commitment	Emotional attachment to the environment.
		Continuance Commitment	Economic and social cost of disregarding environmental concerns.
		Normative Commitment	A feeling of obligation or indebtedness.
	Eco-Opportunities	Public Goods	Ecopreneurs establish excludability for public environmental resources through developing and enforcing property rights.
		Externalities	Reducing transaction costs to ensure that environmentally relevant externalities are produced in amounts acceptable to society and environment.

		Monopoly Power	Break environmentally relevant monopoly power to mitigate environmental impact and accrue ecopreneurial rents.
		Inappropriate Government Intervention	Influence the political framework towards modifying the government intervention in environmentally beneficial ways.
		Imperfect Information	The informed consumer's purchase decision of environmentally friendly products.

Source: Adapted from Kainrat (2011)

According to Sugiyono (2011:225) [11] there are some techniques in the data collection in qualitative research, which are observation, documentation, interview, and triangulation.

According to Sugiyono (2011: 227), passive participation observation means the researcher is present at the scene of action but does not interact or participate. In addition, this research is a straightforward observation, meaning that the researcher is honestly admit and let the object knows that he/she is doing a research. So the object knows from the beginning until the end of the researcher activities [11].

In most of tradition of qualitative research, the phrase personal document is used broadly to refer to any first person narrative produced by an individual which describe his or her own actions, experience, and beliefs. Besides, the research will be more credible if it is supported with photos. Photographs provide strikingly descriptive data, are often used to understand the subjective and is product are frequently analyzed inductive [11].

According to Esterberg in Sugiyono (2011:233) [11] there are some types of interview, they are structured interview, semi-structured interview and unstructured interview. In this research, the semi-structured interview is taken. This type of interview is categorized as in-depth interview, where it's more free compared to structured interview. The purpose of this interview is to bring up the problems openly, where the informant that is being interviewed is asked for his or her opinion and ideas. By doing this interview, researcher must listen carefully and take notes of what the informant expresses.

2. Literature Review

2.1. Definition of Ecopreneurship

Ecopreneurship is also defined by other reserachers: firstly, according to Walley & Taylor (Kirkwoon & Walton, 2010:205) [5] ecopreneurs are defined as those entrepreneurs who enter these eco-friendly markets not only to make profits, but also having strong, underlying green values. Secondly according to Dixon and Cliffords [8], ecopreneurs are entrepreneurs who aspire to grow profitable, sustainable businesses while changing the world through quality improvement of life and environment. Thirdly, according to Schaltegger (2002:48)[9] ecopreneurship can be described as an innovative, market-oriented and personality driven form of value creation through environmental innovations and products exceeding the start-up phase of a company. Fourthly, according to Isaak (Indaco-Patters, Warden, Nolan, Fearon, 2013:331)[3] an ecopreneur can also be described as, "one who creates green businesses in order to radically transform the economic sector in which he or she operates".

2.2. Aspects of Ecopreneurship

Kainrath (2011:28) presented that there are 3 aspects of ecopreneurship, which are:

1. Eco-Innovation

According to Rennings, that the distinctive feature of eco-innovation as compared to innovation in general is a concern about the direction and content of progress (Kainrath, 2011:28)[4].

The categories for eco-innovations developed by Halila and Hörte (Kainrath, 2011:29) are:

- a. Product Care (Category 1)
This category means continuation of existing products, whereas the knowledge needed is standard or basic which resulting in low improvement. Example: design-update
- b. Minor Product Improvement (Category 2)
Some aspects or components of an existing product are improved. The knowledge required is business-specific competence or a high level of familiarity with the specific product.
- c. Major Product Improvement (Category 3)
Requires a branch-specific general knowledge base related to the product in question. New product or fundamental change in existing product, not directly based on the previous model.

- d. Functional Innovation (Category 4)
A new way to fulfill a function, with a new principal solution, where knowledge is collected from other areas.
- e. System Innovation (Category 5)
Implies the replacement of existing systems by new ones, and the creative contribution may transform the knowledge field.
- f. Scientific Breakthrough (Category 6)
This category implies that scientifically-led competence is necessary for this category, according to Halila and Hörte (Kainhart, 2011:30) the majority of eco-innovations are to be found in categories two, three and four and there are still little individu or company that is considered in thsi category.

2. *Eco-Commitment*

Eco-Commitment is willingness to work hard and give your energy and time to a job or an eco-friendly activity. According to Keogh and Polonsky (Kainrath, 2011:31)[4], there are 3 categories of Eco-Commitment:

- a. Affective Commitment
Affective commitment can be understood as an emotional attachment to the environment, something that makes the consideration of environmental concerns and the achieving of environmental goals an end in itself. An ecopreneur operating under affective commitment to the environment will always strive for the most environmentally friendly solution possible.
- b. Continuance Commitment
Continuance commitment is concerned with the economic and social cost of disregarding environmental concerns, or what economists call opportunity cost. An ecopreneur operating under continuance commitment strongly respects social and economic norms, and will therefore direct efforts to pursue eco-opportunities which are socially but also economically “acceptable”.
- c. Normative Commitment
Normative commitment means that the person guided by it will respond to a feeling of obligation or indebtedness. When the sense of indebtedness is caused by environmental legislation or rules, this leads to the ecopreneur only fulfilling the bare minimum requirements, and this form of commitment may then be regarded as weakest.

3. *Eco-Opportunities*

An eco-opportunity is assumed to be an environmentally relevant market failure, which if given a cost-effective solution, people would pay for to have it removed. There are some aspects that affect the eco-opportunities in the market according to Dean and McCullen (Kainrath, 2011:33)[4]:

- a. Public Goods
Public goods are marked by their non-excludability. According to Dean & McCullen (Kainrath, 2011:33) ecopreneurs establish excludability for public environmental resources through developing and enforcing property rights by technical and/or political measures, and thereby mitigate environmental damage.
- b. Externalities
According to Dean & McCullen (Kainrath, 2011:34) by reducing transaction costs, the ecopreneur ensures that environmentally relevant positive and negative externalities are produced in amounts acceptable to society and environment.
- c. Monopoly Power
According to Dean & McCullen (Kainrath, 2011:34) ecopreneurs, who can break environmentally relevant monopoly power either through market appropriation or other mechanisms, both mitigate environmental impact and accrue ecopreneurial rents.
- d. Inappropriate Government Intervention
According to Dean & McCullen (Kainrath, 2011:34) ecopreneurs who influence the political framework towards modifying the government intervention in environmentally beneficial ways or eliminating environmentally harmful subsidies, can both collect entrepreneurial rents as e.g. wind power becomes more lucrative, and reduce environmental degradation.
- e. Imperfect Information
According to Dean & McCullen (Kainrath, 2011:35) the informed consumer’s purchase decision of environmentally friendly products both generates an entrepreneurial (ecopreneurial) rent for the ecopreneur, and reduces environmental damage through the substitution of environmentally harmful products with more environmentally friendly ones.

3. Discussion

3.1. Eco-Innovation

All respondents stated that they have little innovation in their business by processing some of the raw materials into homemade products that they also sell in the store. These homemade products so far are Almond Butter and Granola. Almond Butter is made of almond with a mix of olive oil blended until smooth. Figure 4.1 below is the finished product of almond butter, stored in a glass jar, being sold at the store. As stated by Respondent #1, they're using glass jar to store the product as she believes that glass jar can keep certain materials to be more durable. She also thinks that glass jar is re-useable, so when the butter has run out the jar can still be used to store something else which, can also reduce plastic waste.

In addition to the minor improvement to their product, they are also currently making plastic bag using cassava as the main material. Stated by Respondent #1 and #3, this kind of plastic bag is bio-degradable than the normal plastic bag. As stated by Respondent #1, #2 and #3, by making this cassava-based plastic bag, it become one of their attempt in becoming greener while doing their business, and also part of their intention to promote healthy lifestyle. Toko Organic uses around 10% off their profit to make all these innovations, stated by the three respondents.

According to Halila and Hörte in Kainrath (2011)[4] minor product improvement means that some aspects or components of an existing product are improved. The knowledge required is business specific competence or a high level of familiarity with the specific product. The example of this kind of improvement is a model change or addition of a new model in the product line.

Based on the statement from Respondent #3, by producing homemade goods such as granola and almond butter from raw materials that they also sells in the store, it shows that Toko Organic has done a minor product improvement in their business. By making cassava-based plastic bag as stated by Respondent #1 Toko Organic used paper bag before, but she thought that paper could also harm the environment so she decided to order cassava-based plastic bag. Respondent #2 and #3, stated that this cassava bag is part of their improvement to support the go-green concept in their business. Thus, in term of eco – innovation, Toko Organic is considered to be in category 2, which is a minor product improvement.

3.2. Eco-Commitment

Respondent #1 stated that her commitment leads more to social condition. By selling organic and other healthy products, Toko Organic wants to be more educative to the society, to suggest and urge the society to have a healthier life by consuming healthy food. As stated by Respondent #1, with Toko Organic they are hoping to give healthier products option to the society. Respondent #2 stated that her commitment is directed to economy and social condition. As the availability of the organic products considered to be rare, she decided to open Toko Organic, together with the other two owners. She also said after running the business, she's aware that many are actually in need with the kind of product that they sell which make them committed to start the business to help those in need. In addition, Respondent #3 also stated that her commitment leads to the social condition. Similar with Respondent #1's statement, by selling their products, they are hoping to promote the healthy lifestyle. Thus, with Toko Organic, they want to encourage people to have a healthy lifestyle by consuming healthy food.

Based on the statements by three respondents, it can be considered the eco-commitment being applied in Toko Organic is a continuance commitment. According to Keogh & Polonsky in Kainrath (2011)[4] continuance commitment is concerned with the economic and social cost of disregarding environmental concerns, or what economists call opportunity cost. Someone operating under continuance commitment strongly respects social and economic norms, and will therefore direct efforts to pursue eco-opportunities which are socially but also economically "acceptable".

Pasar Organik is one of the events that Toko Organic holds in accordance with their commitment in doing their business. Respondent #1 stated that this event is one of their attempt to educate the society about healthy lifestyle. To hold this event Toko Organic do not use any kind of special expenses. Stated by Respondent #3, this event is not profit minded, they only wanted to invite and gather people from the healthy food communities to sell their products together with Toko Organic. In addition, Respondent #3 said that with this event, they're trying to help local farmer and also promote healthy lifestyle. Other than pasar organik, Toko Organic also hold some raw classes. The cost of holding this classes are vary, some classes could cost around Rp. 2,500,000, Rp.10,000,000 or even Rp. 20,000,000, depend on the kind of events, stated by Respondent #3. Thus, the ticket price to attend the classes can be vary depending on the events. Stated by Respondent #1 it is also one of the events that they hold to promote healthy lifestyle and also to help the society about how to process raw food and how to eat healthy food. As stated by Respondent #1, #2, and #3, Toko Organic's main purpose is to give information and promote about healthy lifestyle and educate the society about the importance of having healthy lifestyle and the advantages of organic and healthy foods. In addition, Respondent #1 stated that Toko Organic do not really seek profit from

doing the business, as the products that they sell are considered to be rare, thus the price tends to be expensive. It shows that Toko Organic put efforts to pursue eco – opportunities which are socially and economically acceptable.

3.3. Eco-Opportunities

Based on the results of the interview with the three respondents, all of them are aware that they have not informed the customers well about their products. Respondent #1 stated that she is aware about the imperfect information to the customer due to the limited human resource in Toko Organic that can give out more information about the products to the customers. Respondent #2 stated that the customers who are more familiar with the products that Toko Organic sells, usually have special needs, such as those who have autism, coeliac disease, cancer, etc. Respondent #3 also stated that Toko Organic's way in providing information about their products is not yet maximized. Even with the awareness of healthy lifestyle has increased, there are still many people who do not understand the usage of organic products and benefit that we could get from consuming healthy products.

They are also aware that the imperfect information is the main obstacle they face in doing their business. Respondent #1 stated that since the products they sell considered to be unique and rare, the customer might not be familiar about it, thus, more explanation and information is needed to be given out to the customers. Respondent #2 also stated the same opinion regarding the obstacle. Although the information can be easily get by browsing through the internet, people are still unfamiliar about it. She is aware that, if there is no enough information about the products, people will not be interested to buy it. Respondent #3 also aware that the lack of the customer's product knowledge is the main obstacle in the business. All three respondents stated that to overcome this obstacle, they will try to give the information about their products as good as possible through their social media account, and will also respond directly if customers need more information about it. Stated by Respondent #1, they do not set any specific time to share information to their customers. Whenever they find or see information about healthy lifestyle that is worth to share to the customer, they will share it directly. In addition, customers can ask about the information anytime thus, they stay online and do not set specific time to do so.

According to Kainrath (2011)[4] imperfect information may lead to market failure, and if the information that is not known to market participants relates to the reduction of environmental impact, then market failure due to imperfect information entails environmental degradation. Imperfect information among producers can be divided into: a lack of knowledge about the supply conditions and a lack of knowledge about the demand conditions. An ecopreneur with knowledge about these conditions can gain considerable competitive advantage over the uninformed or ignorant competitors.

According to Dean & McMullen in Kainrath (2011) [4] imperfect information among customers may lead to purchase decisions favoring environmentally damaging products, which they would not have bought had they been informed. An ecopreneur can seize this eco-opportunity by informing consumers about the environmental attributes of a product. The informed consumer's purchase decision of environmentally friendly products both generates an entrepreneurial (ecopreneurial) rent for the ecopreneur, and reduces environmental damage through the substitution of environmentally harmful products with more environmentally friendly ones. Therefore, it can be concluded that the eco-opportunity that Toko Organic pursue is an imperfect information.

4. Conclusion

The implementation of Eco – Innovation aspect in Toko Organic is considered to be in category 2, which is a minor product improvement. This resulting from current condition in Toko Organic that had only done minor innovation to their products. They are currently only do minor improvement by re-producing raw materials into another goods such as homemade granola and almond butter. Aside from goods, Toko Organic is currently doing an improvement by making a bio-degradable plastic bag using cassava as the main material. This is also their effort to be greener and support go-green activity in their business. It can be concluded that with almost two years of running, Toko Organic has implemented eco – innovation aspects although it has not yet being majorly implemented.

The Eco – Commitment being implemented in Toko Organic is a continuance commitment. Toko Organic believes that by providing organic foods and healthy option goods to their customers, it can increase the awareness of a healthy lifestyle and will also encourage the society to live healthier. By providing health products through Toko Organic, they want to share information, educate, and promote organic foods, as in explaining and share as many information as possible about what is the usage of organic foods, what kind of benefit the customers will get by consuming healthy foods, to build the customers' sense of interest about healthy lifestyle and encourage them to eat and live healthier. Thus, it can be concluded that the commitment that Toko Organic implemented is concern with the economic and social cost and strongly respects social and economic norms.

Imperfect information is the eco – opportunity that is being pursued by Toko Organic. Toko Organic is very aware about their current demand conditions. They are aware about the trend of a healthy lifestyle and how the awareness has increased which is parallel with the demand condition of Toko Organic. Their market segment is

environmentally conscious customers who are willing to pay premium for an eco-friendly products, which can gain considerable competitive advantage over their competitors. Toko Organic is also aware about how there are still plenty of people who is unfamiliar with organic products, and other healthy products that Toko Organic offers. Thus, with Toko Organic's knowledge about their current market and demand condition, it can be concluded that the eco – opportunity that they pursue in the business is an imperfect information.

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