

ABSTRACT

One of the newly emerged initiative called green schools have been discussed in recent years globally. Conferences and also practices sprung up from various corners of the world. UNESCO even has been putting it into a major concern in tackling environmental issues by educating newer generation to be more responsive to their surroundings. With the growing interest in green schools or schools which focuses in teaching sustainability will open initiators to create education business namely schools and green schools in the specific terms which practice is aligned with ecopreneurship concept. However, ecopreneurship is considered as something new and minimum implementation of ecopreneurship practice moreover in education business that is in line with the concept of ecopreneurship in Indonesia.

This research is conducted in order to analyze the three aspects of ecopreneurship implementation, namely, eco-innovation, eco-opportunity, and eco-commitment in education business. The research took place in Purbalingga Regency of Central Java with the case study of the Owner and Management of Sekolah Pendidikan Anak Usia Dini Islam Terpadu Bina Putra Mulia Purbalingga Regency on how the school can be categorized from each of the aspects implementation.

The type of this research is a qualitative method with analysis of a case study, case study is chosen for its in-depth analysis of similar situation in various other organizations. Primary data were collected through intensive interviews with respondents of 1 foundation officer, headmaster and three teachers of the school

The result shows that, the research object has implemented product care, functional improvements and minor improvements (Category 1, 4 & 2), Continuance commitment and Imperfect Information.

Keywords: Ecopreneurship, eco-innovation, eco-commitment, eco-opportunity, green school.