

ABSTRACT

The purpose of this study was to determine what kind of picture ecopreneurship concept on a pilot effort in Koperasi Mahasiswa Bumi Siliwangi Universitas Pendidikan Indonesia Bandung in terms of external forces and internal forces. This study uses ecopreneurship science approach. Using qualitative research methods to display the appropriate facts that occurred in the field without manipulating the actual conditions occur. This type of research is qualitative descriptive. Data was collected by interview, observation, and analysis of relevant documents as secondary data research. The results showed that there are significant from both internal and external environments ecopreneurship entrepreneurs in doing business. For internal influences itself through impulse in him to make an effort that started from a hobby / avocation that can be developed through a wide range of innovative products where the benefits of recycling are not just for businesses, but for society and the environment as well. For external influence derived from the container where businesses promote their products, such as the Kampus Universitas Pendidikan Indonesia or through Koperasi Mahasiswa Bumi Siliwangi Universitas Pendidikan Indonesia, which is very encouraging members / administrators in order to be become independent entrepreneurs, where KOPMA BS UPI will provide facilities for businesses to ecopreneurship promote its products and activities.

Keywords: Koperasi Mahasiswa, Ecopreneurship, External Forces, Internal Forces, Key Drivers of Ecopreneurship