

ABSTRACT

Increasing the volume of waste that is not matched by appropriate waste management can increase the level of damage and environmental sustainability. Kangpisman is a program established by the Bandung City Government as an effort to reduce the impact of damage and improve environmental sustainability. The government through the PD Cleanliness of the City of Bandung formed a Master Trash Bank with the name Bandung Resik which has a group in its fostered units, namely the community unit waste bank, agency waste bank, educational unit waste bank and commercial unit waste bank.

Using Keogh & Polonsky's theory of Eco-Commitment and aims to find out the application of Eco-commitment in the garbage bank unit incorporated in Bandung Resik.

Using qualitative methods by describing the empirical reality behind the phenomenon. The study was conducted by conducting observations and semi-structured interviews with the manager of the target unit's waste bank incorporated with Bandung Resik.

The results showed that community bank waste units have a tendency to run waste banks based on Affective Commitments, agency bank waste units have a tendency to run waste banks on the basis of Normative Commitments and education unit waste banks have a tendency to manage waste banks based on Affective Commitments.

Keywords: *Eco-commitment, Ecopreneurship, Kangpisman, Bandung Resik*