

## ABSTRACT

Garbage is number two problem that face by Bandung, everyday Bandung producing 1.600 tons garbage, but from that number 400 tons of garbage every day cannot be taken care by the government to the final place of garbage (*tempat pembuangan akhir*). But the problem of garbage is not only the responsibility of government but also society and also business organization, it is mean if the garbage problem is the problem that should take care by every people in this country.

Because of this situation the understanding of how to processing is necessary. One of the way to this problem is through waste bank, but in process waste bank still facing some problem. This research aims to looking for the drivers and barriers of BSB Sabilulungan from the prospective of company and costumer to know the better solution for the company in the future.

This research held through interview with company and also from costumer through questionnaire using mixed method to identifying is there any drivers of ecopreneurship in waste recycling that consist of environment, social, and economic, and ecopreneurship berries that faced by company that contain of lack of awareness, lack of knowledge or socialization, and lack of guidance and support, to find the similarity and differentiation from both side. The result will use as the base to the analysis of the growth in BSB Sabilulungan in the future. Descriptive analysis and multiple regression analysis are used during the study.

In result the company assume that the environment factor as the most important factor, in another hand the costumer think if the economic factor is, this result shows the difference of prospective from both side. In another hand the result of the barriers of ecopreneurship from the both side shown the same result, they assume that the problem come from the lack of knowledge and socialization.

With those results, some movement should be improved to maximize the movement through the drivers with using the economic factor as the basic to attract people, and also the problem of lack of knowledge from costumer could be decrease through the improvement in socialization. The result of study provides a valuable insight on the application of the drivers and also in to find out the barriers of a ecopreneurship.

**Keywords:** ecopreneurship, drivers of ecopreneurship, barriers of ecopreneurship, growth of ecopreneurship, waste bank