

ABSTRACT

Waste was still the main environment problem in Indonesia. Since 2008 Java island was still the largest waste contributor, which was 55% compared to other island. The phenomenon triggered the emergence of entrepreneurs who care about the environment or called ecopreneur who established environment-based business. Some of them were Growbox, IZEMU and Planter Craft which applied recycle activity and developed in Bandung City.

The objective of this research was to understand the factors that motivates ecopreneurs in setting up and running recycle-based business by conducting assessment on Passion, Gap in the Market, Making a Living, Being their own Boss, and Green Value on Growbox, IZEMU and Planter Craft.

This research was a case study on Growbox, IZEMU and Planter Craft using qualitative research method. Data were collected through in-depth interview with semi-structured format and questionnaire against the figures involved in the founding of Growbox, IZEMU and Planter Craft. Secondary data related to the theme of the research were used to support this research, such as scientific journals about ecopreneurship, data from company profile, news and social media related to the research.

Based on the results on the data processing, it could be seen that all of the ecopreneur motivational factors are inside all respondents. However there was a dominant factor in each respondent, R1 was dominated by the making of living factor; R2 was dominated by making a living and green values factors; R3 was dominated by green vaues factor; R4 was dominated by passion factor; R5 was dominated by passion and gap in the market factors; R6 was dominated by green values factor; R7 was dominated by gap in the market, making a living and being their own boss factors; R8 was dominated by passion and being their own boss factors; R9 was dominated by passion factor. All of them made Growbox was dominated by green values factor, IZEMU was dominated by passion factor and Planter Craft was dominated by being their own boss factor.

Based on the results on the study, for further enhancement of the contribution in playing a role to overcome the environmental degradation, ecopreneurs of Growbox, IZEMU and Planter Craft should increase the public interest to capture the coming opportunity.

Keywords : *Ecopreneurship, Passion, Gap in the Market, Making a Living, Being Their Own Boss, Green Values*