

ABSTRACT

Garbage is one of the causes of environmental damage caused by the lifestyle of people who use, dispose of randomly. The amount of garbage currently that can be handled by the government is very small but not proportional to the amount of garbage produced each day. Bank Sampah Resik PD Kebersihan Kota Bandung has a Waste Bank, the building unit consists of agency, community, education, and commercial units that are the initiators or ecopreneur in their respective units who run the Kangpisman program. The presence of the initiators of the Waste Bank in this unit can improve the quality of life, social welfare, and be a solution for handling environmental damage, but the presence of the initiators or ecopreneur is still not comparable with the growth of environmental damage. This study uses a qualitative method by describing and describing the empirical reality behind the phenomenon in depth and thoroughly. The population in this study was carried out by conducting structured observations and interviews on the perpetrators of ecopreneur in the Bank Sampah Resik PD Kebersihan Kota Bandung. The results showed that there was a match between the research objectives and the theories used. From ecopreneur motivation factors such as green values, gaps in the market, make a living, be their own boss, and passion, it shows the valid results of the resource persons.

Keywords: *Motivation, Ecopreneur, Qualitative, Bank Sampah Resik PD Kebersihan Kota Bandung.*