

ABSTRAK

Currently environmental sustainability and sustainable development is becoming the focus of governments around the world, including Indonesia. It can be seen from the participation of Indonesia in the global development agreement that certifies the Sustainable Development Goals (SDGs). In achieving one objective SDGs number 4, quality education the role of college is very important to increase the number of teenagers and adults with expertise relevant including vocational and technical expertise to get a decent job and entrepreneurial work. So there is a need for SDGs Centers in every tertiary institution including Telkom University to identify priorities, opportunities, and gaps in entrepreneurship related to the implementation of SDGs.

In identifying opportunities and strategies for entrepreneurship and getting decent jobs in sustainable development and achieving SDGs, it is necessary to review a business model with an ecopreneurship concept. A review of the business model was carried out with a Business Model Canvas (BMC) mapping analysis from Osterwalder and Pigneur (2010) of tenants who participated in Pasar Sehat Bandung 2019. This study includes qualitative research into case studies based on objective research belong to the descriptive study with emphasis on causal relationships. The sampling technique used in this research is purposive sampling by convenience sampling method. So with predetermined criteria study investigators identified five objects that point Warung 1000 Kebun, Sekolah Rempah Nusantara, Botanina, Rahsa Nusantara, dan Warung Imah Babaturan. The data collection technique was obtained by observation and interview techniques.

Based on the findings by mapping the BMC and modifying it with the theory of John Elkington (1998) "3P" people, planets, and profits, each object shows its different business focus. In the type of business community, the focus of the business is people (social), while in the type of business, the focus of the business is people (social) and planet (environmental), and the type of restaurant business is profit oriented (economic).

Kata Kunci: Sustainable Development Goals (SDGs), High Quality, Ecopreneurship, Business Model Canvas (BMC), Sustainable Business Model