

ABSTRACT

Garbage is one of the causes of environmental damage caused by the community's littering. Increasing garbage every day in Bandung Regency continues to increase. Lebakmuncang is a village located in Ciwidey District, Bandung Regency, West Java, Indonesia. Lebakmuncang Village is one of the villages chosen to implement the Sabilulungan Bersih Village program. With the presence of the Saber Village managers in Lebakmuncang Village, it has become one of the solutions for handling environmental damage in the village, although it has not been balanced. 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 conducted by conducting semi-structured observations and interviews of the perpetrators of ecopreneur or managers of the Saber Village program in Lebakmuncang Village.

The purpose of this research is to find out what motivational factors that influence the managers in implementing the Saber Village program in the Lebakmuncang Village, Bandung Regency.

The research method uses descriptive qualitative methods. Data collection was carried out by conducting interviews with 3 main sources, namely the managers of Saber Village in Lebakmuncang Village who were considered capable of answering the researchers' questions. Sources of data in this study came from primary data and secondary data.

The results showed that of the three informants applied more motivation according to Kirkwood & Wolton's theory, namely Green Values and Making a Living. These managers have the same goal, namely to spread the values of caring for the environment in order to achieve environmental sustainability. These three resource persons have a mandate or mandate from the Bandung Regency Government to be able

to invite the people of Lebakmuncang village to save waste and as an infrastructure to spread the values of caring for the environment to the surrounding village community.

Keywords: Motivation, Ecopreneur, Sabilulungan Bersih Village, Lebakmuncang Village.

