

ABSTRACT

The increasing population and rapid urban growth have led to an increase in the volume of waste generated in Bandung City. The Kang Pisman program was launched by the Bandung City Government with the aim of reducing waste and improving waste management. The program is based on the principles of 3R (reduce, reuse, recycle). However, the program has encountered several problems, such as (1) Low public understanding, (2) Inconsistent program implementation, and (3) Funding constraints. Therefore, this research aims to evaluate the Kang Pisman program using an Eco-Preneurship approach to address the issues faced by Kang Pisman.

This study utilizes the theories of Management Strategy, Waste Management, and Ecopreneurship to address the problems of Kang Pisman in alignment with SDG 11.6. The use of these theories is consistent with previous research that connects a case/problem and resolves it through the concept of Eco-preneurship.

This research adopts a mixed-methods approach to analyze the evaluation of the Kang Pisman program in Cibunut Village. Data is collected through surveys, interviews, and field observations, and validated using Triangulation techniques to ensure the research findings remain objective. Additionally, for quantitative testing, the researcher utilizes variables such as Ecopreneurship, Waste Management, and Sustainability to evaluate the Kang Pisman program.

The research findings indicate that the Kang Pisman program requires incentives and collaboration with the private sector to ensure its sustainable implementation. Other research findings show that the implementation of SDG 11 is successful in Cibunut Village through the activities of self-help groups (KSM) such as Oh DarLing (Great People Aware of the Environment) and the Waste Bank. The impacts of this program include increased public awareness, a cleaner environment, and additional income for community members involved in waste management. The results of this research contribute to the development of SDGs and serve as an example for other villages/communities/regions to participate in urban environmental conservation and generate income through eco-preneurship activities.

Keywords: *Ecopreneurship, SDG 11, Cibunut, Kang Pisman, Waste Bank.*