

IJSTR Research Publication <info@ijstr.org>

Thu, Mar 4, 9:47
PM

to me

Dear Author,

Greetings from IJSTR Research Publications!

We would like to inform you that Copyright Agreement form is Accepted.
Paper Title: Ecopreneurship Development For Creative Industries In Indonesia
Paper Reference: "IJSTR-0421-45128"

Please feel free to write if any query

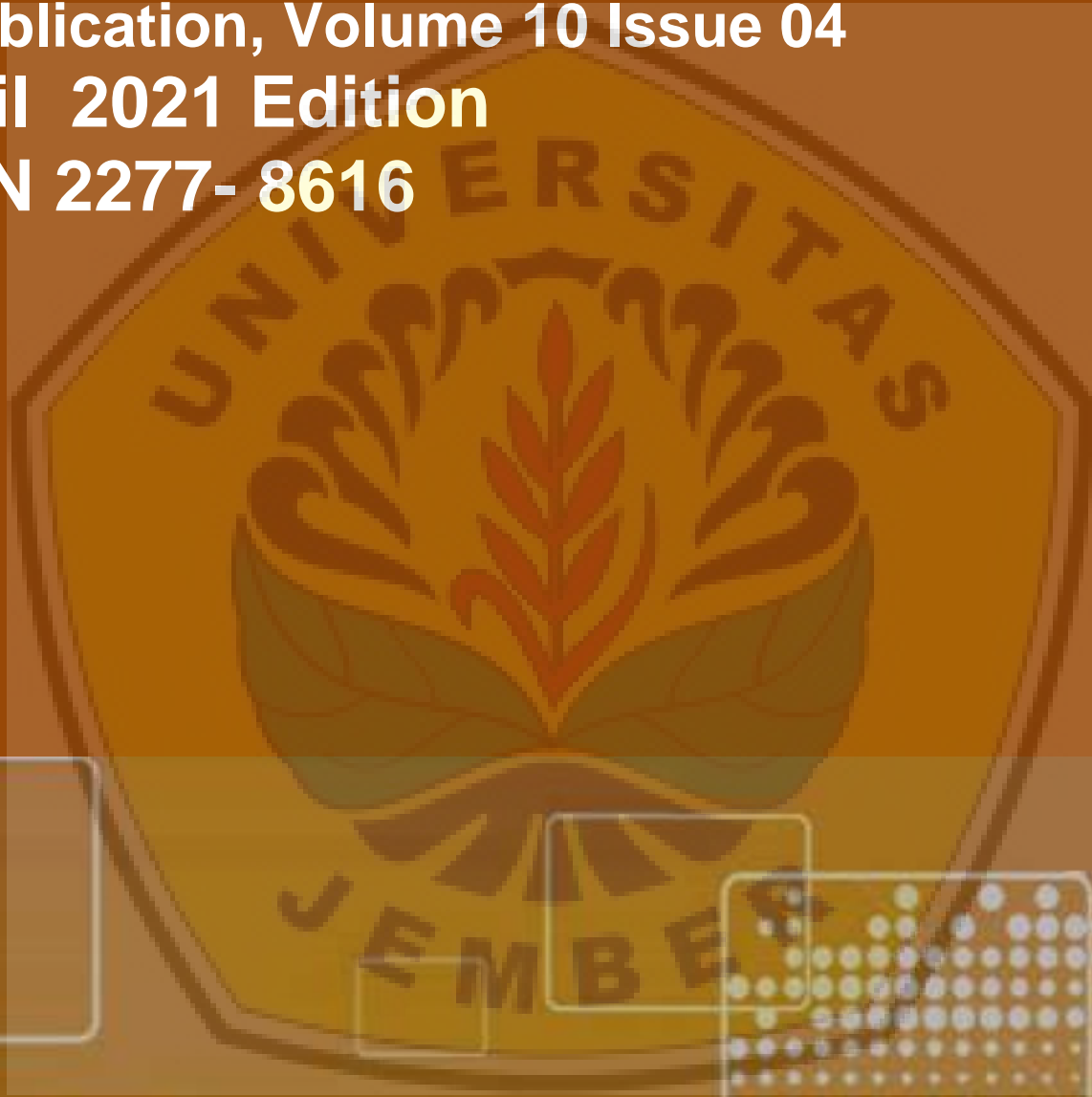
Thanks
Publication Team
www.ijstr.org



ISSN 2277-8616

International Journal of Scientific & Technology Research

e-publication, Volume 10 Issue 04
April 2021 Edition
ISSN 2277- 8616



IJSTR
www.ijstr.org

Editorial Board - IJSTR

S.S. Gupta
Chief Editor
editor@ijstr.org

Dr. Mokhtar Beidjehem (France)	Prof. Rima Sabban (Sweden)	Prof. V. Zannetti (France)
Vijayaragavan Navagar (India)	Dr. S.N. Singh (India)	Dr. P.S. Sharavanan (India)
Prof. N. Yassin (India)	Dr. V.A. JOSEPH (USA)	Prof. Sita Rama Alluri (India)
Anil Chaudhary (India)	Ashish Kumar (India)	R.B. Durairaj (India)
Prof. Rima Sabban (Sweden)	Dr. Sobhan Babu Kappala (India)	Sreenivasa Rao Basavala (India)
Dr. Abdul Hannan Shaikh (India)	Prashant Singh Yadav (India)	Fuzail Ahmad (India)
Daryoosh Hayati (Iran)	Dr. Tarig Osman Khider (Sudan)	Dhahri Amel (Tunisia)
Ajit Behera (India)	Dr. Basavarajaiah D.M. (India)	Maiyong Zhu (China)
Dr. Rafik Rajjak Shaikh (Germany)	Dr. Paras Wani (India)	Dr. Anupam Khanna (India) Head, Department of Mathematics DAV College Sadhaura, Yamunanagar Haryana India
Eliot Kosi Kumassah (Ghana)	Sonal Chonde (India)	Prof. Mohammed Junaid Siddiqui (India)
Kalyana Ramu B (India)	Dr. Jayant Makwana (India India)	Mahmud Hasan (Bangladesh)
Skinder Bhat (India)	Farkhunda Jabin (India)	Dr. Hayssam Traboulsi (Lebanon)
Dr. S. Sundaram Sengottuvelu (India)	Chandresh Kumar Chhatlani (India)	Dr. Jayapal Maleraju (India)
Aleemuddin. MA (India)	Rajib Roychowdhury (India)	Prof. Shashikant Patil (India)
Er. Ashutosh Dhamija (India)	Rajeshwar Dass (India)	Firas Mohammad AL-Aysh (Syrian Arab Republic)
Balajee Maram (India)	Dr. Khoulood Mohamed Ibrahim Barakat (Egypt)	Prof. Pravin Hansraj Ukey (India)
Dr. Sree Karuna Murthy Kolli (India)	Dr. Salvatore Parisi (Italy)	Dr. Tarun Kumar Gupta (India)
Prof. Anoop Kumar (India)	Dr. Govind Daya Singh (India)	Hardeep Singh (India)
Dr. Basharia A. A. Yousef (Sudan)	Dr. Rajeev Vats (India) The University of Dodoma, Tanzania	Fadugba S. Emmanuel (Nigeria) Ekiti state university, Department of mathematical sciences, PMB 5363, Ado Ekiti
Dr. Sukumar Senthikumar (India) Post Doctoral Researcher, Advanced Education Center of Jeonbuk for Electronics and Information Technology-BK21, Center for Advanced Image and Information	Dr. Mohammed Viqaruddin (India) Assistant Professor in Political Science, Deogiri College, Aurangabad	Shadab Adam Pattekari (India) Ph.D, MTech [CSE], B.E I.T ASSISTANT PROFESOR IN CSE DEPT. Tatyasaheb Kore Institute Of Engineering & Technology

Technology, Division of Computer Science and Engineering, Graduate School of Electronics and Information Engineering, Chon Buk National University, 664-14, 1Ga, Deok Jin-Dong, Jeonju, Chon Buk, 561-756, South Korea.

Dr. Laith Ahmed Najam (Iraq)

B.Sc. Physics (1987), M.Sc. in Nuclear Physics (1990), Ph.D. in Nuclear Physics (2006) Mosul Univ.-IRAQ

Dr. Fouad A Majeed (Iraq)

Dept. of Physics College of Education for Pure Sciences University of Babylon

Dr. Ajay Gupta (India)

M.Sc., Ph.D, NET (CSIR) NET-ARS (A.S.R.B)

Dr Anupam Krishna (India)

Asst. Prof., in Manipal University, TAPMI school of Business, Jaipur

Ms. Siva Priya R (India)

Assistant Lecturer College of Allied Health Sciences, GMU

Prof. Rahul Mukherjee (India)

H.O.D.(EC-Dept.) SAIT, Jabalpur

M.A. Andrzej Klimczuk (Poland)

Warsaw School of Economics, Collegium of Socio-Economics Ph.D. candidate

Dr. Faizan Zaffar Kashoo (India)

Lecturer, College Applied Medical Sciences, Department Of Physical Therapy and Health Rehabilitation, Al-Majma'ah University Kingdom Of Saudi Arabia.

Bambang Eka Purnama (Indonesia)**Dr. Haijian Shi (USA)**

Ph.D., P.E. 300 Lakeside Drive, Ste 220 Oakland, CA 94612

Dr. Mohammad Israr (India)

Principal - Balaji Engineering College, Junagadh Gujarat-362014

Kamal Kant Hiran (Ghana)

Ph.D*, M.Tech. Gold Medalist, B.E

Dhananjai Verma (India)

Geologist - Geological Survey of India, Gandhinagar, Gujarat

Prof. Lalchand Dalal (India)

Associate Professor in Botany. M.Sc.(Bot), M.Phil(Bot), Ph.D(Botany. Title-Biofertilizers-Macronutrients and Micronutrients).

Rajesh Duvvuru (India)

Assistant Professor, Dept. of C.S.E, National Institute Of Technology, Jamshedpur

Mallikarjun C. Sarsamba (India)

M. Tech. in Power Electronics, BE in Electronics & Communication

S Nagakishore Bhavanam (India)

Assistant Professor, University College of Engineering & Technology, Acharya Nagarjuna University

Dr. Fateh Mebarek-Oudina (Algeria)

Assoc. Prof at Skikda University

Dr. Kulkarni Sunil Jayant (India)

Asst. Professor Datta Meghe College of Engg., Airoli, Navi Mumbai

Nazim Nariman (Iraq)

Consultant Structural Engineer PhD in Computational Structural Mechanics / Bauhaus Universitat Weimar / Germany MSc in Structural Engineering / University Sains Malaysia / Malaysia BSc in Civil Engineering / Salahaddin University / Iraq

Indra Narayan Shrestha (Nepal)

Project Manager, Energize Nepal, School of Engineering, Kathmandu University (KU), Nepal

Dr. Meenu Pandey (India)

Associate Professor (Communication Skills) Lakshmi Narain College of Technology, Bhopal

Govinda Bhandari (Nepal)

Chief, Research and Training Environment Professionals Training and Research Institute (EPTRI), Pvt. Ltd., Nepal

Meenakshi Priyadarshni (India)

INSPIRE FELLOWSHIP Department of Science and Technology (Government of India)

Kalipindi Murali (India)

K. Murali M.Tech., M.Sc., IAENG Asst Professor and Incharge HOD Dept of ECE VITW

Prof. Piyush Kumar Pareek (India)

B.E, M.Tech, MISTE, (Ph.D)

Dr. R. Sathish Kumar (India)

Associate Professor - Electronics and Communication Engineering, Sri Venkateswara College of Engineering

Dr. N R Birasal (India)

Associate Professor,
Zoology Department, KLE Society's G H
College

M. VasimBabu (India)

M.VasimBabu M.E(Ph.D) AP/ECE,LMEC

Dr. Sridevi T.R. (India)

Ideal Homes layout R R Nagar, Bangalore
South, India

G. Komarasamy (India)

G.Komarasamy.,M.E.(Ph.D)., Assistant
Professor-Senior Grade, Department of
Computer Science & Engineering, Bannari
Amman
Institute of Technology, Sathyamangalam.

KavinRajagopal (India)

ASSISTANT PROFESSOR(EEE DEPT)
EXCEL COLLEGE OF ENGINEERING &
TECHNOLOGY KOMARAPALAYAM

Sakshee Gupta (India)

PhD (Medical Microbiology): From
Deptt. Of Microbiology, SMS
Medical college, Jaipur

Dr. MahyarTaghizadehNouie (Iran)

Doctor of Philosophy, Applied Mathematics
(Optimal Control and Optimization), Ferdowsi
University
of Mashhad, Iran

DrPalanivelSathishkumar (Malaysia)

M.Sc., M.Phil., Ph.D., Researcher: Institute of
Environmental and
Water Resource Management,
UniversitiTeknologi Malaysia,
Johor Bahru, Malaysia

Dr. ShuchitangshuChatterjee (India)

Dy. General Manager - I/c (R&D),
R & D Division, MECON Ltd.

Dr. Ashish Kr. Luhach (India)

Associate Professor at Lovely Professional
University, Jalandhar, Punjab. India

Dr. Hiren C. Mandalia (India)

Scientist In-charge (HOD) at Central
Laboratory, Ahmedabad Municipal
Corporation (AMC)

Dr. YariFardRasool (China)

RasoolYariFard, PhD. in Accounting, Wuhan
University of Technology, Wuhan, China.

Prof. L Ramanan (India)

Consultancy Services |Founder
&CEO|Bangalore-India

Seyedardalan ASHRAFZADEH (New Zealand)

Biotech. PhD Candidate School of Biological
Sciences University of Canterbury, New
Zealand

R. Ranjithkumar (India)

M.Sc.,(Ph.D), Research Scholar, Department
of Biotechnology, Dr.N.G.P. Arts and
Science College, Coimbatore-48, Tamilnadu

KundanLalVerma (India)

Asst. BDM, Professional Imaging Inc., New
Delhi; Founder, Ujjawal Research Group;
Member, NASA MATB Researchers Group.

Dr. C. Jaya Subba Reddy (India)

Senior Assistant Professor, Dept. of
Mathematics, S. V. University, Tirupati-
517502, Andhra Pradesh, India

Kajal V. Rupapara (India)

Junior Research Fellow: Main Dry Farming
Research Station, Junagadh Agriculture
University, Targhadia, Rajkot.

Mohammad SadeghMirzaei (Iran)

Asst Prof. University of Applied Science and
Technology, Fars, Iran

Mr. G. Aswan Kumar (India)

B.E., M.Tech., MIEEE., MASEE, Dept. of
Electronics & Communication Engineering,
Baba Institute of Technology and
Sciences, Visakhapatnam-48,
Andhra Pradesh, India

Dr. Chandrashekhar Joshi (India)

Ph.D. (Management), M. Phil, (1st class) ,
M.Com.(1st class)

Dr. V. Balaji (India)**Dr. Malik Muhammad Akhtar (Pakistan)**

China University of Geosciences, Wuhan 388
Lumo Lu, Wuhan 430074, Hubei Province,
China PRC

J. Deny (India)

M.Tech in Digital Communication and
Network Engineering in Kalasalingam
University, Krishnankoil

Dr. Abdul Aziz Khan (India)

Director/Principal, Rajeev Gandhi
ProudyogikiMahavidyalaya

Y. Ravindra Reddy (India)

Associate Professor, Teegala Ram Reddy
College of Pharmacy, Meerpet, Saroornagar,
Hyderabad.

Ameenulla J Ali (India)

PhD in Wireless Communications (Electrical
& Electronics Engineering) (Expected Dec-
2015) Queen's University of Belfast, United
Kingdom

RyhanulEbad (KSA)

(1). Lecturer, Department of Computer &
Information, Jazan University, Jazan, KSA.
(2). Consultant and Advisor, Vice President
for Academic Affairs, Jazan University, Jazan,
KSA

Dr. Manab Kumar Dutta (India)

Postdoctoral Fellow, Geoscience Division
(Stable isotope laboratory), Physical Research
Laboratory, Ahmedabad - India

Dr. Rey S. Guevarra (Muntinlupa)

Professional Diploma leading to Doctor of
Philosophy in Mathematics Education; Centro
Escolar University

Dr. K.V.V.N.S. SundariKameswari (India)
Assistant Professor with IMS Engineering
College, Ghaziabad, UP

Dr. Aakash Shah (India)
Junior Resident (Orthodontics) Department
of Orthodontics and Dentofacial
Orthopedics, K.M. Shah Dental College and
Hospital, Vadodara, Gujarat, India

Naveen Mani Tripathi (India)
Research Scientist in Ben-Gurion University
of The Negev, Israel

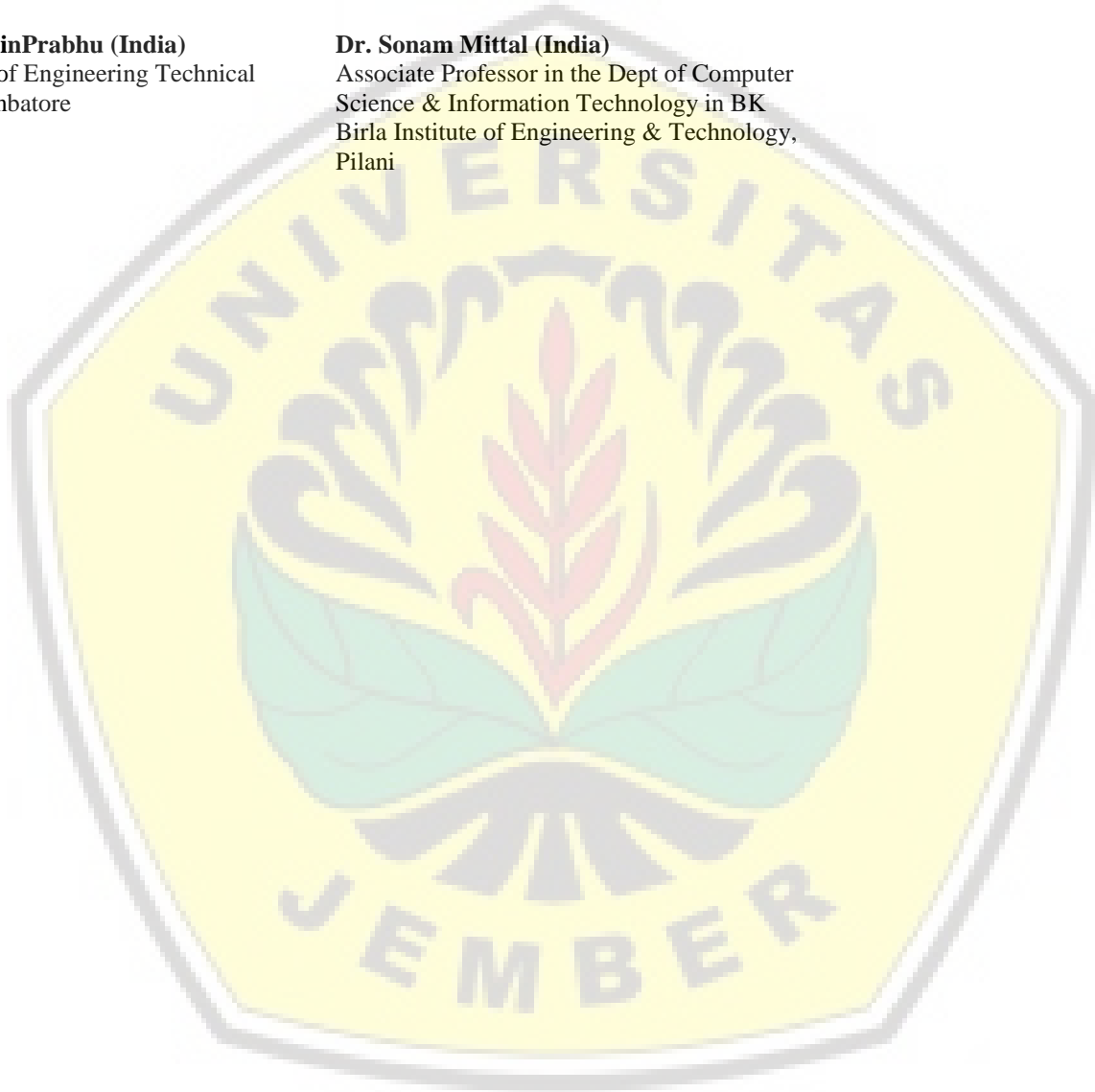
ShatrunjaiPratap Singh (USA)
Senior Data Scientist Consultant, Advanced
Analytics, John Hancock Insurance, Boston,
MA

EgbunaChukwuebuka (Nigeria)
Quality Control Analyst; New
Divine Favour Pharmaceutical Industry
Limited, Akuzor, Nkpor, Anambra State

M. Selvaganapathy (India)
Assistant Professor in CK COLLEGE OF
ENGINEERING & TECHNOLOGY,
CUDDALORE

Dr. S.R.BoselinPrabhu (India)
VSB College of Engineering Technical
Campus, Coimbatore

Dr. Sonam Mittal (India)
Associate Professor in the Dept of Computer
Science & Information Technology in BK
Birla Institute of Engineering & Technology,
Pilani



Ecopreneurship Development For Creative Industries In Indonesia

Sri Wahyu Lelly Hana Setyanti, Diah Yulisetiari, Hadi Paramu

Abstract- Indonesia's economic growth is supported by the success of creative industries. The significant growth of the creative industry sector is the driving force for integration into the Indonesian national economic system. Ecopreneurship (ecological entrepreneurship) appears to answer the challenge that entrepreneurs can do something to answer the challenges of environmental changes. Developing ecopreneurship benefits to the environment around the organization, and maintaining the sustainability of business activities and the sustainability of the country's economic growth. Ecopreneurship in the creative industries sector contributes to the sustainability aspect, especially for the ecological, social and economic aspects of its growth. This study is a conceptual study based on literature review data and secondary data collection. This research is expected to contribute to policy makers as a concept to strengthen aspects of ecopreneurship and activities of businesses concerned with the preservation and sustainability of the ecological environment, especially in the creative industries sector.

Keywords: Ecopreneurship, entrepreneur, creative industry

1. INTRODUCTION

The creative industry sector currently contributes significantly to Indonesia's economic growth. Data from the Indonesian Creative Economy Agency (Bekraf) for 2020 stated that this sector's growth reached 5.1%, above the average economic growth of Indonesia. The GDP contribution of Indonesia's creative industries for the period of 2020 is 5.1 from the target of 5.3%. The export value of creative industries reached IDR 22.07 trillion and contributed 9.13% of the total national export value with employment reaching 19.01 million workers. From the data from the Ministry of Tourism and Creative Economy (2020), it is known that currently the GDP of creative SMEs is ranked 7 out of 10 main business fields. Based on the opportunities and potentials, Indonesia must take advantage of the growth of the creative industry to become a new source of strength for the Indonesian economy. Based on data from the Central Statistics Agency (2020), there are 64 million business units in Indonesia. The creative economy includes sectors such as: Application and game development, architecture, design (products, interiors, and visual communication), fashion, film, photography, crafts, culinary, music, publishing, advertising, fine arts, TV and radio. Apart from contributing significantly to GDP, the number of workers working in this sector is also increasing, growing at around 5.95% each year. The creative economy sector has contributed to the national Gross Domestic Product (GDP) of up to IDR 1,200 trillion throughout 2020, an increase of 9.6% compared to the previous year's achievements. There are three sub-sectors that are the biggest contributors to the performance of the creative economy, namely the culinary, fashion and crafts industries. The study of entrepreneurship has covered many things and ecopreneurship is an important part of the study discussed. Interesting study discussion regarding ecopreneurship began to appear since the early 1970s, many researchers began to be interested in the various research approaches used. Several studies have explained

that Ecopreneurship is a relatively new phenomenon, becoming known in 1970 (Schaper, 2002; and Shcaper, 2010). Ecopreneurship (ecological entrepreneurship) appears to answer the challenge that entrepreneurs can do something to answer the challenges of environmental changes that occur (Pastakia, 2012). It is further stated that ecopreneurship is defined as the set of initiatives taken by entrepreneurs to reduce the environmental impact caused by business activities while simultaneously generating profit (Pastakia, 2002; Schaper, 2002). Ecopreneurs are concerned with the impact of their businesses on people and the planet.

Ecopreneurship is not only important because it provides new opportunities for the nimble firstmovers who identify and exploit such opportunities but also because it has the potential to be a major force in the overall transition to a more sustainable business paradigm, Schaper (2002). Ecopreneurs are individuals that seek to promote eco-friendly ideas/products/technology (Pastakia, 2002). Ecopreneurship is determined by entrepreneurial traits and environmental care behavior. Furthermore, Schaltegger (2002) states that ecopreneurship is formed because of the basic things of entrepreneurial activity. Ecopreneurship occurs solely as an individual entrepreneurial initiative by utilizing their skills, realizing that market success can be done with creativity that pays attention to the environment. Research studies on ecopreneurship are still considered very few and only limited to literature research (Gibbs, 2009). Another reason is that there is an assumption that ecopreneurship can only be done by large industries that have large and strong resources. The application of ecopreneurship requires a relatively higher investment than without ecopreneurship. Actually, opportunities for ecopreneurship in the creative industry sector are quite high. Creative industries are characterized by a strong interest towards eco innovation activities, such as the implementation of cleaner and more efficient processes, recycling, waste and water management, etc., Cuerva et al. (2014). SMEs have been at the centre of this —greening process, since SMEs are highly adaptable and have a strong attitude to understanding local markets (Cuerva et al., 2014). The need to develop entrepreneurship in Indonesia, the need to develop ethical behavior as an entrepreneur and the need for protection of both social and environmental aspects which refer to the concept of sustainable development, it is necessary to have an entrepreneurial concept that is oriented not only to profit, but also ethically and morally socially and

- Sri Wahyu Lelly Hana Setyanti is lecturer at Faculty of Business and Economy, University of Jember. E-mail: lelyhana.feb@unej.ac.id
- Diah Yulisetiari is lecturer at Faculty of Business and Economy, University of Jember. E-mail: diah.yulisetiari2@gmail.com
- Hadi Paramu is lecturer at Faculty of Business and Economy, University of Jember. E-mail: hadi.feb@unej.ac.id

ecologically responsible. Therefore, this paper is a conceptual paper that tries to introduce the concept of ecopreneurship as a concept that bridges entrepreneurship and sustainable development that takes into account economic, social and ecological aspects. Writing the concept of ecopreneurship is a literature review that originates from a concern about the implementation of entrepreneurial activities in Indonesia. Researchers raise issues related to entrepreneurial activities and seek solutions through literature reviews related to existing problems. This paper makes a major contribution to ecopreneurship considering its main role in environmentally friendly resource management. In addition, how this ecopreneurship can support creative industries in Indonesia that are environmentally friendly.

2. LITERATURE REVIEW

2.2 The concept of Entrepreneurship and Ecopreneurship

Zimmerer (2005) defines entrepreneurship as —process, practice, and decision-making activities that lead to the development and delivery of new and innovate services that can differentiate an organization from other is its market. Some of the works of researchers who were instrumental in developing the concept of organizational entrepreneurship include: Shumpeter (1934), Miller & Friesen (1982), Miller (1983), Covin & Slevin (1991) and Lumpkin & Dess (1996). The term 'ecopreneurship' is a combination of two words, 'ecological' ('eco') and 'entrepreneurship'. Ecopreneurship can thus be roughly defined as 'entrepreneurship through an environmental lens', Schaltegger (2002). Ecopreneurship is characterized by some fundamental aspects of entrepreneurial activities that are oriented less towards management systems or technical procedures and focused more on the personal initiative and skills of the entrepreneurial person or team to realize market success with environmental innovations. Schaltegger (2002) explains that the activities of an ecopreneurship are required to participate in paying attention to the influence of business activities that care about the environment. Entrepreneurs are considered to be able to contribute to solving the problem of environmental damage through creating new goods and services that pay attention to the environment (Cohen and Winn, 2007). Studies on ecopreneurship began to develop when several researchers began to develop research on 'the green entrepreneur', the environmental entrepreneur and ecological entrepreneur who finally developed in the discussion of eco-entrepreneurs which eventually became known as ecopreneur, Schaper (2002: 38). Ecopreneurship is considered a research that is still rare and is considered a relatively new research (Cohen and Winn, 2007). There are only a few researchers who further research environmental-oriented entrepreneurship, such as Blue (1990); Bennett (1991); Isaak (2016), Pastakia (1998); Larson (2000); Kyrö (2001); Schaltegger (2002); Gibbs (2009). Research studies on ecopreneurship are still considered very few and only limited to literature research (Gibbs, 2009). Another reason is that there is an assumption that ecopreneurship can only be done by large industries that have large and strong resources. The relationship between entrepreneurship, ecopreneurship and sustainability studies is depicted in Figure 1 below.

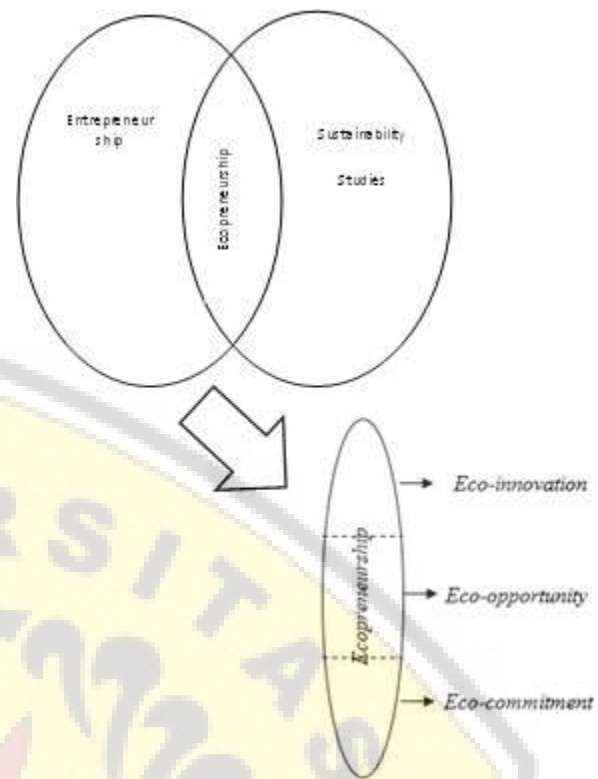


Figure 1: Framing ecopreneurship in terms of the surrounding scientific fields

Source: Kainrath (2011:15)

The combination of two fields as divergent as entrepreneurship and sustainability may seem odd or counter-intuitive to those readers not familiar with sustainability studies or both of the fields. Although others, Abrahamsson 2006). Ecopreneurship is consist of the concepts of eco-innovation, eco-opportunity and eco-commitment, because they represented the intersection that is known to me between the two larger theories of sustainability, particularly economic and ecological sustainability, and entrepreneurship, Kainrath (2011). In Figure 2 above Kainrath (2011: 15) states that the concept of ecopreneurship has three sub-concepts, namely eco-innovation, eco-opportunity and eco-commitment.

1 Eco-innovation

Eco Innovation is all measurements of business people who develop new ideas, behaviors, new products and processes, and implement them so that they can contribute to reducing environmental burdens or to specific ecological sustainability goals, Kainrath (2011: 28). Eco-innovation is the key word in overcoming resource constraints and more specifically, eco-innovation is an innovation concept based on sustainable development.

2. Eco-opportunity

According to Dean & McMullen in Kainrath (2011) imperfect information among customers may lead to purchase decisions favoring environmentally damaging products, which they would not have bought had they been informed. An ecopreneur can seize this eco-opportunity by informing consumers about the environmental attributes of a product. The informed consumer's purchase decision of

environmentally friendly products both generates an entrepreneurial (ecopreneurial) rent for the ecopreneur, and reduces environmental damage through the substitution of environmentally harmful products with more environmentally friendly ones.

3. Eco-Commitment

Eco-Commitment is willingness to work hard and give your energy and time to a job or an eco-friendly activity. According to Keogh and Polonsky (Kainrath, 2011:31), there are 3 categories of Eco-Commitment:

- **Affective Commitment**
Affective commitment can be understood as an emotional attachment to the environment, something that makes the consideration of environmental concerns and the achieving of environmental goals an end in itself. An ecopreneur operating under affective commitment to the environment will always strive for the most environmentally friendly solution possible.
- **Continuance Commitment** Continuance commitment is concerned with the economic and social cost of disregarding environmental concerns, or what economists call opportunity cost. An ecopreneur operating under continuance commitment strongly respects social and economic norms, and will therefore direct efforts to pursue eco-opportunities which are socially but also economically —acceptable.
- **Normative Commitment** Normative commitment means that the person guided by it will respond to a feeling of obligation or indebtedness. When the sense of indebtedness is caused by environmental legislation or rules, this leads to the ecopreneur only fulfilling the bare minimum requirements, and this form of commitment may then be regarded as weakest.

2.2 Ecopreneurship and Creative Industry

Creative economy development, although it sounds very promising, still has a number of challenges. The challenge of implementing ecopreneurship in the creative industry is to contribute to driving economic growth in Indonesia. The creative industry tends to change quickly so that craftsmen are required to be able to create creative and innovative products and on the positive side contribute to environmental preservation. On the other hand, craftsmen should not be trapped by market tastes because it can eliminate the originality and uniqueness of the product. But it also has to be able to create products with good quality, innovations that can support the use of waste, for example, apart from having its own uniqueness and attractive added value. Currently, business people in the creative industry sector are starting to move towards the characteristics inherent in an ecopreneurship. The following are a number of challenges in developing ecopreneurship in the creative industry as follows:

1. Product Quality

Creative economy products will be more oriented towards market tastes and produced in sufficient quantities, so this can result in the loss of the uniqueness or distinctive value of the creative economy products. Becoming a business person must be environmentally friendly, thinking about how the product is produced, the raw materials used, the production process that does not damage the environment to unique eco-friendly packaging. Raw materials must be reusable, or biodegradable,

friendly products, both in products produced or in an environmentally friendly production process. Based on the results of research by Chen (2011), ecopreneurship is the development

such as cassava bags, packaging bags made from biodegradable cassava, bags made of sugar cane, clothes made of bamboo fibers developed by craftsmen in Bali, souvenirs from dried flowers by entrepreneurs in dowaa bags in Yogyakarta that utilize knitted materials, watches made of mahogany which are produced by craftsmen in Bandung and already have domestic and foreign markets that have very large potential and so on.

2. Social conflicts related to commercialization issues

The next challenge is related to social conflicts so that it is hoped that an entrepreneurial concept that emphasizes the responsibility to participate in preserving human sustainability in general by using basic materials for proper production and distribution of good products, ecological sustainability by paying attention to environmental aspects in the production process and using environmentally friendly materials as well as economic sustainability by empowering the surrounding community so that business activities carried out can contribute to improving the economy of the surrounding community and can assist the government in terms of employment.

3. Creative economy management.

Creative economy development requires good creative economy management, with one of its functions determining which creative economy —guidelines should be developed and which should not be developed.

3. DISCUSSION

Ecopreneurship is an entrepreneurial character who not only pursues profit but also has moral responsibility for environmental management. Ecopreneurship requires support from all parties, both internally and externally. The existence of an ecopreneurship will encourage all parties to produce products and services that think about the sustainability of the surrounding environment. Several products and services produced in the creative industry already have segmentation in this sector, namely products that can be reused and use natural ingredients without damaging the environment. The development of ecopreneurship in the creative industry sector is expected to create new entrepreneurs who are able to produce innovative products that can support the achievement of business goals. One of the reasons why someone must become and have an ecopreneurship character is the issue of environmental damage which increasingly needs our attention (Cohen and Winn, 2007). Avoiding damage to the natural environment, needs attention and anticipated long-term consequences caused by it will certainly be something dangerous in the future, so entrepreneurial efforts are needed with full awareness, caring, utilizing innovative abilities to produce goods and services that pay attention to environmental elements (Schaper, 2010: 29). So an ecopreneurship is an effort made to introduce an innovative, environmentally friendly technology, both in terms of production and manufacturing processes. Based on the understanding of ecopreneurship and its relationship to the creative industry, in accordance with the mission of the Indonesian Creative Economy, namely to build ecosystems and empower creative industry players. This means that it is hoped that business actors in the creative industry must always maintain the sustainability of the environment and ecosystem. Ecopreneurship and its support for the creative industry in Indonesia have been proven by data on the increase in the creative industry sector in environmentally

and implementation of new products and process innovations

that can protect and reduce environmental damage. This is important because currently we are faced with the issue of environmental damage that must be the concern of all parties. Indeed, this process is not easy and takes a long time, but the implementation of ecopreneurship in the creative industry sector brings new hope for the emergence of business people who are aware of the environment, using natural ingredients that do not damage the environment in product innovation which can increase added value to products and services it produces. Green innovation in ecopreneurship is an innovation concept, to introduce product innovations that can replace existing conventional products with products that can later become a new lifestyle, namely environmentally friendly products produced in the creative industry sector.

4. CONCLUSION

The Indonesian government is currently promoting the creative economy to reduce unemployment because the

creative economy is environmental and very friendly for the long term. The development of the creative economy in Indonesia has shown a fairly good increase although this potential is still wide open for further development, considering that Indonesia has sufficiently tested human resources in the international world. In general, entrepreneurial activities contribute to economic growth so that they are able to guide people to achieve more prosperous conditions. Ecopreneurship is a concept of developing the world of entrepreneurship in the future by paying attention to aspects of sustainability both ecological, social and economic aspects. The development of the ecopreneurship concept requires the cooperation of several parties, each of which has their own interests in developing the concept of ecopreneurship in society. The concept of ecopreneurship is expected to be a concept for the development of world entrepreneurs towards a better direction in the future.

REFERENCE

- [1] Abrahamsson, A. (2006). *Sustainopreneurship – Business with a Cause*. Master Thesis, Växjö University, Sweden.
- [2] Badan Ekonomi Kreatif, 2020. *Laporan Kinerja Tahun 2019*, Jakarta
- [3] Badan Pusat Statistik, 2020, *Perkembangan Jumlah Pelaku Usaha Menurut Skala Usaha Tahun 2020*, Jakarta.
- [4] Bennett, S.J. (1991) *Ecopreneuring: The Complete Guide to Small Business Opportunities from the Environmental Revolution* (New York: John Wiley).
- [5] Blue, J. (1990) *Ecopreneuring: Managing For Results* (London: Scott Foresman).
- [6] Chen, Y.S. (2011). Green organizational identity: sources and consequence. *Management decision*, 49 (3): 384- 404.
- [7] Cohen, B. and Winn, M. (2007). Market imperfections, opportunity and sustainable entrepreneurship. *Journal of Business Venturing*, 22 (1): 29-49.
- [8] Covin, J.G and Slevin, (1991), *A Conceptual Model of Entrepreneurship as Firm Behavior*, *Entrepreneurship Theory and Practice*, 16 (1), 7-25.
- [9] Cuerva, M.C.; Triguero-Cano, Á.; Córcoles, D. (2014). Drivers of green and non-green innovation: Empirical evidence in Low-Tech SMEs. *J. Clean. Prod.*, 68, 104– 113.
- [10] Gibbs, D. (2009) Sustainability entrepreneurs, ecopreneurs, and the development of a sustainable economy. *Greener Manag. Int.*, 55, 63–78
- [11] Isaak, R. *Ecopreneurship, rent-seeking, and free-riding in global context: Job-creation without ecocide*. *Small Entrep. Res.* 2016, 23, 85–93
- [12] Kainrath, David (2011). *Ecopreneurship in Theory and Practice : A Proposed Emerging Framework for Ecopreneurship*, Lap Lambert Academic Publishing.
- [13] Keogh P. D., & Polonsky M. J. (1998). Environmental Commitment: a basis for environmental entrepreneurship? *Journal of Organizational Change Management*, Vol.11 No.1, pp. 38-49.
- [14] Kyrö, P. (2001) 'To Grow or Not To Grow? Entrepreneurship and Sustainable Development', *International Journal of Sustainable Development and World Ecology* 8.1: 15-28.
- [15] Larson, A.L. (2000) 'Sustainable Innovation through an Entrepreneurship Lens', *Business Strategy and the Environment* 9: 304-17.
- [16] Lumpkin, G.T., and Dess, G.G, 1996, Clarifying The Entrepreneurial Orientation Construct and Linking it to Firm Performance, *Academy of Management Review*, 21(1): 135-172.
- [17] Miller, D., and P.H Friesen, 1984, *Organizations: A Quantum View*, New York: Prentice Hall.
- [18] Pastakia A. (1998). Grassroot Ecopreneurs: Change Agents for a Sustainable Society. *Journal of Organizational Change Management*, Vol.11 No.2, pp. 157-173
- [19] Pastakia, A. (2002), —Assessing ecopreneurship in the context of a developing country: the case of India, *Greener Management International*, Vol. 38, pp. 93-108.
- [20] Schaper, M. (2002). The challenge of environmental responsibility and sustainable development: Implications for SME and entrepreneurship academics. In *Radical Changes in the World: Will SMEs Soar or Crash?* Füglistaller, U., Pleitner, J., Volery, T., Weber, W., Eds.; University of St Gallen KMU-HSG: St. Gallen, Switzerland, pp. 541–553
- [21] Schaltegger, S. (2002). A framework for ecopreneurship. *Greener Manag. Int.*, 38, 45–59
- [22] Schumpeter, J., (1934), *The Theory of Economic Development*, Harvard University Press.
- [23] Zimmerer, Thomas W., (2005), *Essential of Entrepreneurship and Small Business Management*, 4 th Edition, Pearson Education, inc., Upper Saddle River, New Jersey.

