

Analysis of Ecopreneur Motivation And Commitments to Achieve Sustainability Environmental

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Abstract:

Background: Environmental damage caused by waste is happening everywhere and has an impact on the decline in the quality of life of the community. The environment such as rivers, the sea, forests, lakes and beaches has begun to be polluted and requires serious attention by all parties including the government, community and businesses. Ecopreneur as a business actor plays a role to maintain aspects of environmental sustainability in its business activities, PT Greeneration Indonesia as the example. PT Greeneration Indonesia is a social company that was founded in 2005 and has a business focus on the environment.

Materials and Methods: This study aims to analyze the ecopreneur motivation and commitment factors in realizing environmental sustainability using qualitative methods by describing the empirical reality behind the phenomenon. This research will be conducted with interviews and semi-structural observations on ecopreneur actors in PT Greeneration Indonesia.

Results: The results of this study found that the motivational factors owned by Dicky Ahmad as an ecopreneur at PT Greeneration Indonesia were green values, gaps in the market, make a living, and passion. This study also found that commitment dimensions owned by Dicky Ahmad are Affective Environmental Commitment.

Conclusion: The motivation possessed by ecopreneurs at PT Greeneration Indonesia comes from the desire to spread green values, market opportunities based on environmental awareness, the desire to meet basic needs, as well as the passion for environmental issues so as to form the dimension of normative environmental commitment based on the "desire" to care on the environment.

Key Word: Ecopreneur, Motivation, Commitment, Environmental Sustainability, PT Greeneration Indonesia.

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I. Introduction

One of the biggest factors that cause major damage to the earth at this time is plastic waste. Plastic waste is one type of waste that is very difficult to decompose and directly touch with water which is the most composition found on earth. The amount of plastic waste so far has reached millions of tons, where the main producer is China, followed by the second position, Indonesia.²

Indonesia encounter a significant increase in plastic imports from 2017 to 2018 at 150%, the plastic waste produced by Indonesia amounted to 320,000 tons. Based on data from the world bank in 2018, one of the biggest contributors to plastic waste is companies and coastal cities in Indonesia⁹. Indonesia is estimated to produce 64 million tons of waste every year. Based on data from the Ministry of Environment and Forestry (KLHK), the composition of waste is dominated by organic waste, which reaches 60% of the total waste. Plastic waste ranked second with 14%, followed by 9% paper waste and 5.5% rubber. Other waste consists of metal, cloth, glass and other types of waste.¹²

Some parties have begun to take action by implementing a circular economy or commonly referred to as 3R (Reduce, Reuse, Recycle) to create effective use of plastic waste. The implementation of the circular economy also creates jobs for the people of Indonesia. The government also took action by implementing an excise tax policy on plastics, so that it would reduce the use of plastics. The concept of ecopreneur is one of the concepts of processing and producing materials that are strived to be always environmentally friendly. The goal in preserving the environment through the processing of ecopreneur products is not only in the meaning of Green Life and reducing global warming, but also to save energy by carrying out the four principles of ecopreneur in conducting its business products which is reduce, reuse, recycle, and upcycle. By reducing, reusing, recycling, and providing more benefits to a waste it will have a good impact on the environment and also provide employment to the people of Indonesia. This concept is part of the concept of circular economy or what is known as a circular economy.

It can be concluded that the existence of ecopreneur that puts the value of 3R in a circular economy will reduce environmental damage in Indonesia. Supported with a waste management system, Indonesia will be free from environmental pollution from organic and non-organic waste, because there are already parties who will manage the waste properly and every household in Indonesia has been well educated to conduct an assessment of waste.

The development and increase in the number of ecopreneurship continues to increase. there are things that underlie a person or organization to move in that field and there are reasons that keep them going. The basis for someone to maintain something that is owned and attached to someone is the motivation that drives someone to do something, as well as the commitment inherent in that person so that they are reluctant to switch and leave the thing or program. Ecopreneur motivation in this study was taken from the research of who examined the motivation of entrepreneurs in starting businesses related to the environment, this study uses these motivational factors to examine what factors drive ecopreneur motivation. Ecopreneur commitment in this study was taken from Nair and Ndubisi⁸ research that examined the environmental commitment of managers in an organization, the authors use the managerial environmental commitment factor in this study to determine the dimensions of commitment possessed by ecopreneurs.

II. Literature Review

II.1 Ecopreneurship Concept and Ecopreneurship Motivation Factors

Ecopreneurship are entrepreneurs who enters a market looking environmentally friendly, not only to make a profit, but also has a strong green value base. Ecopreneur establishes a new business based on principles for sustainable benefits. Ecopreneur in this study was motivated to start a business related to environmental awareness based on various factors, Kirkwood & Walton⁵ stated in their research that there are five factors that motivate ecopreneur, namely:

1. Green Values

The value that is embedded in environmental care is one of the motivations of ecopreneurs to run businesses and protect the environment. Green Values is intended as a value held by ecopreneurs to start business activities that are more concerned about the environment and maintain every business process to not damaging the environment.

2. Gap in The Market

Motivation about gaps in the market is identified through ecopreneur awareness of problems and environmental phenomena that occur.

3. Making a Living

Motivation about ecopreneur financial problems is not related to the company's goals which usually aim to generate the greatest possible profit. The financial motivation referred to "make a living" is the motivation to run a business and make enough money to support a family and life needs.

4. Be Their Own Boss

Running owned business means being an employee and also the boss of the business activities. This motivation shows that ecopreneurs have an interest in having their own business and running their business according to the decisions they want. Being "the boss of your own business" means that ecopreneur are ready to assume any risk that may occur.

5. Passion

This motivation is related to green values motivation, This motivation is more directed towards ecopreneur's natural passion for natural and more environmentally friendly business processes. Ecopreneur has a natural passion for environment and wants to take part in reducing environmental damage. Motivation about passion and green values is in fact difficult to separate in cases related to ecopreneurs.

II.2 Ecopreneurship Commitment Factors

Literature that discusses organizational commitment states that there are three dimensions of an individual's commitment to the organization where they work. These three factors are affective commitment, continuance commitment and normative commitment⁶. The concept was then restated by Keogh and Polonsky⁴ and was associated with environmental commitments to be relevant to the concept of ecopreneurship. Nair and Ndubisi subdivide the environmental commitments into three commitments derived from the research of Meyer and Allen⁶ and Keogh and Polonsky⁴. The three commitments are divided into three levels of managerial commitment within an organization, namely:

1. Affective Environmental Commitment, referring to the emotional attachment related to the environment and environmental problems.
2. Continuous Environmental Commitment, which involves commitments relating to the need for regarding or the economic and social costs of disregarding environmental concerns.

3. Normative Environmental Commitments, which involve a sense of individual obligation to continue to raise environmental awareness and support environmental problems

II.3 Environmental Sustainability

Understanding and using the word "environment" quite often is associated with human impacts on natural systems. Environmental Sustainability according to Morelli⁷ is the fulfillment of the needs of the current generation without reducing or can be said as meeting the needs of resources and services of present and future generations without compromising the health of the ecosystem that provides it. Morelli⁷ also specifically explained that environmental sustainability can be defined as conditions of balance, resilience, and interconnectedness that allow human society to meet their needs while not exceeding the capacity of the supporting ecosystem.

According to Goodland³, environmental sustainability is a natural capital that must be maintained and maintained.

It can be concluded that environmental sustainability is the fulfillment of current resource needs to be used without sacrificing the resources needed for the future, meeting the needs of resources needs to be managed and maintained so that they can continue to be used at any time.

III. Research Methods

III.1 Research Approach

According to Sugiyono¹¹ qualitative research does not use population because it departs from certain cases that exist in certain social situations and the results of studies from qualitative research are not applied to populations but are transferred to other places in the same social situation as social situations in the cases studied. The social situation in this research are:

- 1) Place, the location of the research carried out at PT Greeneration Indonesia
- 2) Actor, the actor in this study was one of the founders at PT Greeneration Indonesia, namely Dicky Ahmad who served as managing director as the main resource person. Then the three other speakers are M. RizkiFebriano as sales and marketing manager, Ismet Gunawan as production manager, and Dede Purnama as production staff. The selection of the four resource persons was carried out on the grounds that the four people did not work remotely and were in the office of PT Greeneration Indonesia.
- 3) Activity, the activity that is the focus of this research is activities related to ecopreneurship activities within PT Greeneration Indonesia

III.2 Research Subject

Researchers enter certain social situations in qualitative research to conduct observations and interviews with people who are considered to know about the social situation¹¹. In qualitative research, the determination of data sources is done by purposive sampling, namely by selecting people to be interviewed with various considerations and specific goals¹¹.

In this study, Dicky Ahmad as one of the founders and managing director at PT Greeneration Indonesia as the main resource person. This research also conducted interviews with three other sources to ensure the results of interviews with the main sources. The three speakers were chosen because they work directly at PT Greeneration Indonesia, while there are three people under the auspices of the company working remotely. The three speakers are Muhammad RizkiFebrianto as sales and marketing manager, Ismet Gunawan as production manager, and Dede Purnomo as production staff

III.3 Test the validity of data

To determine the validity of the data, it is necessary to carry out an inspection technique. Examination techniques are based on 4 criteria used, namely the degree of trust (credibility), transferability, dependability, and confirmability¹¹. The four criteria are explained as follows:

1. Credibility

This research is supported by reference material as a support to prove and test the credibility of the data that has been found by researchers. The triangulation technique that will be used in this study is source triangulation. Through source triangulation, the author tested data on several sources to ensure data credibility. This research conducted an interview with the main source, namely Dicky Ahmad, who is one of the founders and managing director at PT Greeneration Indonesia, then recheck the information from the interview of the main source by conducting interviews with other sources relating to the main source, which is employees who work under Dicky Ahmad. Interviews with other informants were conducted to test the validity of data related to the motivation and commitment of ecopreneurs at PT Greeneration Indonesia in realizing environmental sustainability.

2. Transferability

In this study, research conducted to identify the origin of PT Greeneration Indonesia and its actions in environmental sustainability. This study also explained environmental related phenomena obtained from various sources to strengthen the background of the research. This research is very possible to be applied elsewhere or transferred the output of this research to other ecopreneur actors. If the reader of the research report gets and understands a clear picture of the results of the study can be applied (transferability), the report has met the transferability standard¹¹.

3. Dependability

Environmental conditions that exist on earth especially in Indonesia, which is one of the largest contributors to waste is raised as the main phenomenon for this study. Then with the presence of ecopreneur who has the aim to preserve the environment, one of them is PT Greeneration Indonesia. This study conducted field studies on research objects and made deeper introductions through interviews and observations about the motivation and commitment of ecopreneurs at PT Greeneration Indonesia Dicky Ahmad as one of the founders and managing directors in carrying out their business to realize Environmental Sustainability.

4. Confirmability

Ascertainment of whether something is objective or not depends on the agreement of some people on the opinions, views and findings of a person. In this study, certainty testing is done through member check.

IV. Result

IV.1 Motivation factors of ecopreneurship at PT Greeneration Indonesia in achieving Environmental Sustainability

1. Green Values

The results of the research found that Dicky Ahmad has the goal to spread green values related to business and the environment. The initial motivation owned by Dicky Ahmad to carry out the spread of environmental awareness begins with environmental issues that occur around him. According to Kirkwood & Walton⁵ the green values factor is related to strong motivation to spread green values in the business they have to others. The research findings show harmony with the opinions of Kirkwood & Walton regarding green values.

2. Gap in the Market

Dicky Ahmad said that in looking at existing market opportunities, approaches to environmental problems and existing regulations such as the plastic bag waste problem and the regulations issued by the government were related to the determination of the cost of plastic bags in retail. Research findings through interviews with Dicky Ahmad show results that are in line with the opinions of research conducted by Kirkwood & Walton regarding gaps in the market. In addition, interviews with three other sources revealed that Dicky Ahmad prioritized environmental awareness and saw market opportunities through the goal of solving environmental problems. Ismet Gunawan revealed that Dicky Ahmad saw market opportunities started because of the desire to provide solutions to environmental problems. From these findings, it can be concluded that Dicky Ahmad sees market opportunities through environmental awareness.

3. Make a Living

The findings show that Dicky Ahmad runs a business as managing director not because of personal profit but only to make ends meet. These findings are in accordance with the understanding of make a living that was conveyed by Kirkwood & Walton in his research. Dicky Ahmad has the make a living factor supported by the opinions of the three other speakers about Dicky Ahmad. The other three speakers said that Dicky Ahmad often got a job offer with a higher salary but was rejected because he preferred to work at PT Greeneration Indonesia.

4. Be Their Own Boss

Dicky Ahmad mentioned that he had no desire to have his own business and did not feel like he wanted to be a boss in carrying out his current position. Dicky Ahmad said that the reason for establishing and running PT Greeneration Indonesia was because there were no other organizations or business entities that could accommodate his visions and desires.

5. Passion

The results of the study it was found that Dicky Ahmad as one of the founders at PT Greeneration Indonesia started a passionate effort to take a role in reducing environmental damage. Dicky Ahmad makes passion a motivator and spreads his passion to other employees through discussions every week. According to the recognition of the other three speakers, the vision and green values given by Dicky Ahmad influenced the other three speakers to care more about the environment and want to take a role in helping reduce environmental damage. According to Muhammad Rizky, aside from discussing, Dicky Ahmad spread his passion through establishing company policies. Dicky Ahmad also often offers

employees to attend seminars and training related to the environment in order to increase knowledge and passion for the environment.

Dicky Ahmad as managing director who also worked for the longest time at PT Greeneration Indonesia revealed that he made passion as the cornerstone of organization. As a leader in PT Greeneration Indonesia, Dicky Ahmad made his passion for the environment as a driver to create a long-term vision and pay attention to every product that PT Greeneration Indonesia wants to market in accordance with the goals of environmental sustainability.

IV.2 Commitment factors of ecopreneurship at PT Greeneration Indonesia in achieving Environmental Sustainability

1. Affective Environmental Commitment

From the results of the study show that Dicky Ahmad has a desire in managing the business, Dicky Ahmad said that the emotional side needs to be balanced to see the problems that exist with the attitude of adaptive reality. The other three speakers claimed that the commitment Dicky shown from the attitude of Dicky Ahmad's rejection of job offers from outside.

2. Continuance Environmental Commitment

Dicky Ahmad stated that he has a desire and belief that is based on economic values in conducting business at PT Greeneration Indonesia but the economic value he has related to environmental care.

The social values discussed in Nair and Ndubisi's research⁸ were also not found in the study. Dicky Ahmad revealed that he did not really want related by social values from the position of managing director. The findings are also supported by the opinion conveyed by Ismet and Dede that economic values and social values do not significantly affect the position he runs.

3. Normative Environmental Commitment

From the narrative of the three other sources, it shows that the policies issued by Dicky Ahmad did not deviate from the values of PT Greeneration Indonesia. Dicky Ahmad was also considered consistent with the policies and implementations carried out. Although he does not feel "indebted" to nature, Dede Purwanto assesses the commitment that Dicky Ahmad has is a commitment that is based on feeling "indebted" to the earth and a desire to preserve the environment.

V. Conclusion and Suggestions

V.1 Conclusion

The research conducted has concluded:

1. Ecopreneurship Motivation Factor which is owned by Ecopreneur in PT Greeneration Indonesia

From the results of the study found that motivation factors based on research by Kirkwood & Walton⁵ owned by Dicky Ahmad as one of the founders and managing directors at PT Greeneration Indonesia came from green values or the desire to spread the green values they have, gaps in the market or market opportunities which is based on environmental awareness, make a living or desire to fulfill basic needs, and a passion or passion for environmental problems.

2. The dimensions of the Ecopreneurship Commitment Ecopreneur has at PT Greeneration Indonesia

From the results of the study show that the dimensions of Dicky Ahmad's commitment are in the dimensions of affective environmental commitment which refers to the emotional ties associated with the environment and problems in the environment as stated by Nair and Ndubisi⁸ in his research. Normative environmental commitment is based on the "desire" to care for the environment.

V.2 Suggestion

The suggestion for PT Greeneration Indonesia are to spread its wings in various sectors of the creative industries such as architecture relating to environmentally friendly building designs, music related to creative activities related to the creation or composition of sounds in order to voice awareness for the environment, interactive games related to creation, production and distribution of computer games that are entertainment but educate the audience to be more concerned about environmental sustainability, as well as computer services and software related to the development of information technology and data processing related to the needs of solving environmental problems.

From the results of the study, the suggestions that might be used as input for further research are:

1. Further research can be done with other ecopreneur research objects in large and small scale companies
2. In analyzing ecopreneur commitment to a company, organization or other entity, it is necessary to link with the orientation of the ecopreneur from the commitment of the ecopreneur that has been founded.
3. Analysis of motivation and commitment to ecopreneur in a company or organization needs to examine more closely related to corporate culture and the regulations that exist within the company.

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