

# Perceptions of Green Economy and Environmental Issues On Green Entrepreneurship Practices by Homestay Owners as A Form of Social Responsibility in Relation to The Tri Hita Karana Concept

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**ABSTRACT** : Bali has great potential in developing green entrepreneurship with access to resources: capital, technology and expertise as well as information that includes information about markets, technology and adequate regulations. In the context of tourism itself, homestays are a popular accommodation option, especially in the Ubud tourist area which is identical with tradition, culture and natural sustainability. Apart from that, the perception of local people who are very strong in customs, close to nature and uphold Tri Hita Karana makes environmental issues no longer something that is commonplace, apart from being able to improve the quality of nature, the application of green entrepreneurship is also able to attract the attention of international tourists. This research identifies whether perceptions about the green economy and environmental issues influence homestay owners in practicing sustainable and socially responsible business by evaluating the extent to which homestay owners pay attention to environmental issues considering their impact on business, as well as the extent to which their perceptions about the green economy play a role in establishing environmentally friendly business development and utilizing their business to contribute to environmental protection and social responsibility efforts. The analysis technique used in this research is Structural Equation Modeling (SEM) with a Partial Least Square (PLS) method approach. From the test results it was found that the variables perception of green economy (X1) and environmental issues (X2) had P values < 0.05, which means that perceptions of green economy and environmental issues had a positive effect on green entrepreneurship practices. The results of the analysis demonstrate that homestay owners have adopted environmentally friendly business practices in managing business operations including waste management and the use of eco-friendly materials related to operational cost efficiency and increasing the homestay's attractive image.

**Keywords:** Environmental Issues, Green Economy, Green Entrepreneurship Practice, Tri Hita Karana

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## 1. INTRODUCTIONS

Rapid economic growth and ongoing technological developments have had a major impact on the environment. This condition has triggered the emergence of various environmental issues such as climate change, decreased air and water quality, and ecosystem damage which is increasingly worrying. Sarkar et al (2020) stated that in this case, green entrepreneurship is a more sustainable solution that can be implemented to meet human needs without destroying the environment and maintaining its sustainability. Green entrepreneurship is a business

concept that aims to produce products and services that are ecologically and socially sustainable, thereby creating added value for the environment, society and the company itself (Muo and Azeez, 2019). Apart from that, Soomro et al (2020) believe that in the modern industrial era, green entrepreneurship is very important because it maintains a balance between economic growth and the environment. D'amato and Korhonen (2021) also define green entrepreneurship as a business that aims to create added value for the environment through sustainable and environmentally friendly business activities. The development of green entrepreneurship has attracted the attention of many groups, especially entrepreneurs who want to create a positive contribution to the environment through their businesses.

The importance of developing green entrepreneurship is recognized by many countries, including Indonesia. In this case, the government is actively involved in environmental issues caused by business and industrial activities through policies made regarding the importance of preserving the environment and implementing green business, namely Republic of Indonesia Law No. 03 of 2014 concerning Industry which regulates Green Industry and Regulation of the Minister of Environment of the Republic of Indonesia No. 03 of 2014 concerning the Company Performance Rating Assessment Program in Managing the Environment (Asih, 2022). In this context, environmental knowledge and perceptions of the green economy are considered as important factors that can influence entrepreneurs' interest in green entrepreneurship. According to Purwandani and Michaud (2021) The knowledge of environmental issues include an understanding of the environment, the problems faced, and ways to overcome these problems. Meanwhile, Mukonza and Swarts (2020) believe that the perception of a green economy refers to views and attitudes towards sustainable business that pay attention to the environment and social issues. Understanding environmental knowledge and perceptions of the green economy can influence someone to become a green entrepreneur. Entrepreneurs who comprehend the environment and have a positive perception of the green economy tend to be more interested in doing business sustainably. Thus, environmental knowledge and perceptions of the green economy can be key factors that influence entrepreneurs to lead the green entrepreneurship practice.

In this context, environmental issues and the perception of a green economy are factors which driving entrepreneurs' interest in entering the world of green entrepreneurship. Environmental knowledge will broaden entrepreneurs' insight and understanding of environmental issues and so their impact on the businesses. Meanwhile, the perception of a green economy will influence the attitudes and values that entrepreneurs have towards the environment and the business they run (Zulfikar et al, 2019). According to Tien et al (2020) environmental knowledge can be comprehended as a person's ability to understand environmental issues and their impact on human life and the ecosystem. Meanwhile, the perception of a green economy can be understood as a person's view of economic activities that are environmentally friendly and sustainable (Khairani et al, 2022).

This research is motivated by increasing public awareness of the importance on protecting the environment and moving towards a green economy. This happens because environmental problems are increasingly complex and have an impact on human survival on earth. One way to overcome this problem is by developing green entrepreneurship or environmentally oriented entrepreneurship. According to Chung (2020) Green entrepreneurship can help to build a sustainable economy and minimize negative impacts on the environment. However, the success of developing green entrepreneurship does not only depend on the entrepreneur's ability, but is also influenced by knowledge of environmental issues and the entrepreneur's perception of the green economy. Environmental knowledge and perceptions of the green economy can influence entrepreneurs in developing green entrepreneurship. DeFries et al (2019) believe that the environment is currently experiencing significant and complex changes as a result of human activities that are not environmentally friendly. This phenomenon is a global problem and concern to all countries to maintain the survival of the earth. One solution that can be done to overcome environmental problems is to develop a green economy which is an effort to prevent pollution and maintain a good environment for sustainable development. Syarif et al (2022) in their writing stated that one of the most serious environmental phenomena is waste management, meanwhile

Indonesia is one of the largest waste producer in the world where the 3R (Reuse, Reduce, Recycle) concept needs to be implemented (Trisnawati and Agustana, 2018).

According to Alvarez-Risco et al (2021), the increasingly threatened environment and increasingly real climate change are the main reasons why more and more people are choosing to become entrepreneurs in environmentally friendly fields, or what is better known as green entrepreneurship. Apart from environmental factors and natural disasters, a low carbon economy is also a global aspiration to be achieved, however, old business practices that are not environmentally friendly and unsustainable have hampered the achievement of this global aspiration (Demirel et al, 2019). It can be said that the inability to run a business within the scope of green entrepreneurship is a failure to identify greening opportunities in business. Therefore, a sustainable economic system is needed to minimize environmental damage by business behavior, such as the green economy concept which emphasizes environmental friendliness, reducing damage and maintaining the sustainability of resources (Khan et al, 2019). One implementation of the green economy is through entrepreneurship development with green entrepreneurship practices. Entrepreneurship was initially considered to have no connection with the environment by previous economists as being independent of the environment, but with the development of research, the concept of entrepreneurship and the environment can play an important role in development. According to Chung (2020) companies also have a big responsibility towards the environment, be it the amount of pollution produced, the energy consumed, the materials or natural resources used. Running and increasing awareness of green entrepreneurship and the green economy can be influenced by several factors, including awareness of environmental issues by the community who have a role as agents of change (Nuringsih et al, 2022). Where this is the main trigger for the creation of a green economy which has benefits for the current generation and future generations.

Ubud, as one of the largest tourist destinations in Bali, has great potential in developing green entrepreneurship which is supported by the characteristics of a community that is close to natural elements and the implementation of the Tri Hita Karana concept. In the context of tourism itself, homestays are a very popular accommodation option that has been developed by local communities, especially in the Ubud tourist area which is synonymous with tradition, culture and natural sustainability. Apart from that, the perception of local people who are very strong in their customs, close to nature and upholding Tri Hita Karana makes environmental issues no longer something that is commonplace, apart from being able to improve the quality of nature, the application of green entrepreneurship is also able to attract international tourists to increase sales.

This local concept is also supported by a global concept, namely the Sustainable Development Goals (SDGs), which is a fifteen year United Nations program with the agenda to be achieved by 2030. As a continuation of the Millennium Development Goals (MDGs) which were previously implemented from 2000 to 2015 with an emphasis on eight targets. . SDGs have seventeen targets with a vision of realizing sustainability in the future (Filho et al., 2022).

Figure 1: Sustainable Development Goals



Source: United Nations

The overall target is divided into three domains: social, economic and environmental or what Elkington calls the triple bottom line. Acceleration of SDGs achievement is supported through a green economy with the aim of realizing SDGs targets in 2030. (Alvarez-Risco et al., 2021) proves that supporting systems including education development support, conceptual development support, and country support provide a significant positive impact on green entrepreneurial intention. The study (Quiroz-Niño and Murga-Menoyo, 2017) concludes the importance of training to form competencies regarding the SDGs where these goals are achieved through education.

### Green Entrepreneurship Concept

Conceptually, green entrepreneurship is related to businesses that have a focus on the environment and sustainability (Trapp and Kanbach, 2021). Businesses like this usually look for creative and innovative solutions to reduce negative impacts on the environment and improve people's quality of life. According to Makhloufi et al (2022) this concept is very important because it helps to reduce the use of fossil fuels and limited natural resources and reduces waste produced by human activities. Green entrepreneurship also includes businesses that focus on environmentally friendly products and services, such as renewable energy, waste processing, environmentally friendly building materials, and organic farming. Green entrepreneurs look for business opportunities by considering the positive impact on the environment (Trapp and Kanbach, 2021). This means they must understand environmental problems well and think of ways to overcome these problems through the business they build.

Green entrepreneurship has several basic principles. First, businesses must pay attention to the environmental impact of every activity they carry out. Second, businesses must build environmentally friendly products and services. Third, businesses must consider social and environmental values in making business decisions. Fourth, businesses must innovate to create better solutions to environmental problems (Cullen and De Angelis, 2021). Trigger factors for green entrepreneurship are factors that motivate someone to become an ecopreneur. (Kirkwood & Walton, 2010) say that there are five factors that trigger an entrepreneur to start or run a business based on the concept of green entrepreneurship, namely:

1. Green values (environmental values within a person)

The environmental values that exist within themselves and the beliefs of potential ecopreneurs in running their business are important motivations for managing an environmentally friendly business. The products or services produced are also environmentally friendly products. Both companies that have just been established or are

known as start-up companies and companies that are already running must pay attention to environmental values.

#### 2. Gap in the Market (opportunity or gap in the market)

Ecopreneurs must be able to see possible opportunities or gaps in the market for the products or services they produce based on personal self-awareness that focuses on existing environmental problems, not just to make a profit. Ecopreneurs provide motivation to take opportunities in the market, then reprocess them based on the concept of ecopreneurship or environmental awareness.

#### 3. Make a Living (seeking income for sustainable living)

Obtaining a profit is not the main goal that must be pursued in running a green business, but the main motivation is to sustain the lives of ecopreneurs by running a green business.

#### 4. Be Their Own Boss (become the main actor in the business)

An ecopreneur has the motivation to become a business owner and boss for the industry he founded so that he can go directly into the market to see various existing green business opportunities and then create products and services for their own production.

#### 5. Passion (interest)

Green business actors or what are known as ecopreneurs have quite a high level of attraction in terms of caring for the surrounding environment. Current environmental problems make them aware of the importance of green business. This is the driving force in making their products and services pay close attention to green values. The relationship between these things is very close to an ecopreneur.

### **Environmental Issues Concept**

Etymologically, the environment is a unit of space that contains various objects, forces, circumstances, and organisms such as humans and their behaviour. Therefore, environmental knowledge or what is better known as ecology is knowledge about how to deal with the environment to maintain the survival and welfare of humans and all other living creatures (Paramitra, 2019). One of environmental knowledge is knowing how to manage environmental phenomena well through waste management. The concept that can be used to minimize and manage waste is 3R (Prayoga, 2021), where this concept has the core, namely Reuse (Reusing waste that can still be used or has other functions), Reduce (Reducing everything that causes or gives rise to waste), Recycle (Reprocessing waste or recycling into a product or item that can be useful).

### **Green Economy Concept**

In a green economy, natural resources are used wisely and efficiently, by reducing waste and carbon emissions and encouraging the use of renewable energy and environmentally friendly technology. Green economy also pays attention to the importance of social development, including increasing access to education and health. Green economy is a solution to overcome global environmental challenges such as climate change, biodiversity loss and the water crisis. In a green economy, economic growth is not carried out by destroying the environment, but by using it wisely and sustainably (Adnyana and Primasari, 2020). There are several principles regarding the green economy put forward by Djajadiningrat, 2014: 132., including:

#### a. Prioritizing use value, intrinsic value and quality

This means that in a green economy use value, intrinsic value and quality must be prioritized and become important things and main principles.

#### b. Follow the natural flow

The meaning here is that caring for and prioritizing nature conservation is important.

#### c. Garbage is food

So we should be able to minimize waste production and reuse or reuse waste that is suitable for use.

#### d. Neatness and diversity of functions

The green economy must be packaged neatly and rich in a diversity of functions that are beneficial to the surrounding environment

e. Appropriate scale/relevance scale

One of the main points in a green economy is the appropriate use of things that were previously inappropriate, such as using paper boxes or even leaves for fast food containers instead of plastic which is not environmentally friendly.

f. Self-efficacy, self-organization and self-design

To see opportunities in the surrounding environment that can be converted into environmentally friendly economic activities.

g. Direct participation in protecting and preserving the environment

h. Creativity and community development

Green economy requires people to be more creative and develop in the economy with the concept of green economy

i. Strategic role in the built environment, landscape and spatial design

Participate directly in the process of the built environment, landscape and spatial design.

## 2. RESEARCH METHOD

This research uses a quantitative method which begins by identifying the problem then conducting a literature and empirical review to build a hypothesis, then the data from the questionnaire results is processed by testing the outer model to assess the validity and reliability of the model and testing the inner model to predict the causal relationship between variables using Warp Partial Least Squares Program (PLS). The structural model calculation stage in PLS consists of two, namely 1) looking at the significance of the relationship between constructs, through the path coefficient, the sign in the path coefficient must be in accordance with the hypothesized theory, this can be assessed from the t test value (critical ratio) . Then proceed with hypothesis testing to explain the direction of the relationship between the independent variable and the dependent variable. The technique used in sampling in this research was Probability sample selection using the Stratified Random Sampling method. The sample in this research is homestays in the Ubud area which consists of 7 villages and 1 sub-district, then divided into groups based on the number of sub-districts in Ubud with the number of accommodation, both hotels and accommodation/homestays, as follows.

**Table 1: Number of Accommodation Facilities by Village or Subdistrict and Type of Accommodation in Ubud District 2021**

Desa/Kelurahan Village/Kelurahan	Hotel Motel	Penginapan Inn
(1)	(2)	(3)
Singakerta	10	17
Lodunduh	5	9
Mas	15	99
Peliatan	4	99
Petulu	6	99
Ubud	29	99
Sayan	11	99
Kedewatan	12	33
<b>Kecamatan Ubud</b>	<b>92</b>	<b>554</b>

Source: Central Statistics Agency (BPS)

Ubud with a population of 71,568 residents consists of 7 villages and 1 sub-district. Based on the data obtained, there are 5 villages with the largest number of accommodation, namely Mas, Peliatan, Petulu, Ubud, and Sayan, namely 99 accommodation or homestays, while in Kedewatan Village there are 33 homestays, the other 17 are in Singakerta Village and Lottunduh Village, namely 6 homestays with a total of 554 homestays in Ubud District. The sample percentage was taken from the total population, namely homestays as research objects with a total of 554. The following is the sample calculation in each village or sub-district:

**Table 2: Sample Data**

No	Village/ Ward	Lodging Population	Sample
1	Singakerta	17	2
2	Lottunduh	9	1
3	Mas	99	10
4	Peliatan	99	10
5	Petulu	99	10
6	Ubud	99	10
7	Sayan	99	10
8	Kedewatan	33	3
Total		554	56

Source: Processed Data

Thus, a sample of 10 accommodations was obtained in the five villages with the highest number of homestays, namely Mas, Peliatan, Petulu, Ubud and Sayan Villages, 3 from Kedewatan Village, 2 homestays from Singakerta Village and the rest from Lottunduh Village with a total sample of 56 accommodations. In this research, the data collection technique used was in the form of a questionnaire containing closed-ended questions to Homestay owners as respondents using a Likert scale with a number range of 1-10.

### 3. RESULTS AND DISCUSSION

#### Variable Description

Data collected through a questionnaire consists of statements made based on each variable, namely the variables Perception of Green Economy (X1), Environmental Issues (X2), and Green Entrepreneurship Practices (Y). Descriptive analysis was carried out to determine the characteristics and responses of respondents to each statement. All variables are described using average values. The criteria used for each item are prepared based on the following formula.

$$\text{Interval Value} = \frac{(\text{Nilai batas tertinggi} - \text{nilai batas terendah})}{\text{Total nilai yang digunakan}} = \frac{(10-1)}{5} = 1,80$$

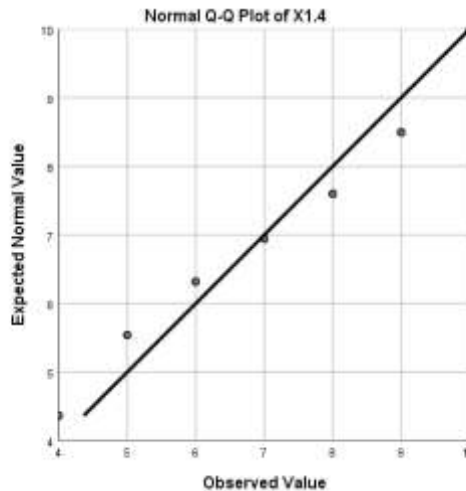
**Table 3**  
**Range of research variable criteria**

No.	Nilai Skor	Keterangan
1	1,00 – 2,80	Strongly Disagree/Very Unfavorable
2	2,81 – 4,59	Disagree/Not Good
3	4,60 – 6,39	Fairly Agree/Fairly Good
4	6,40 – 8,19	Agree/Good
	8,20 – 10,00	Strongly Agree/Very Good

Source: Data processed 2023

### Perception of the Green Economy

From the results of testing each questionnaire question, it can be seen that the direction of the respondent's answers tends to the right or that the average respondent's answer is greater than a score of 6 (six).

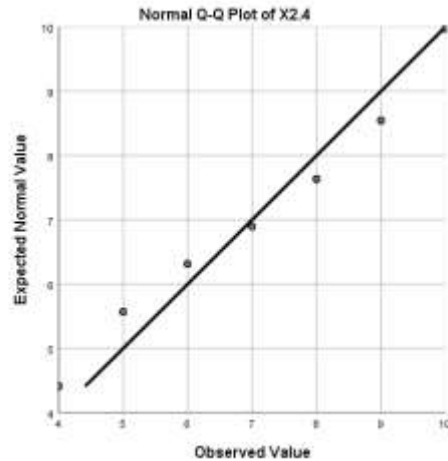


Namely, Homestay owners know that good waste management will have a positive impact on their business. Even though there is not much information circulating regarding waste management, many Homestay owners have gained knowledge about the importance of waste management through environmental and government associations or organizations. Joining the association gives Homestay owners access to the latest information, resources and the latest technology in waste management and sustainability. This allows them to adopt best practices that can improve business efficiency and sustainability (Gilal et al, 2019). Apart from that, several Homestay owners also received information about the importance of using environmentally friendly items from staying guests. Obtaining information about the importance of using environmentally friendly goods from guests can be an effective source of education (Lee and Tang, 2018). Homestay owners can communicate with their guests about sustainable practices and encourage them to participate in sustainability efforts during their stay. Most homestay owners in Ubud also join communities or organizations that care about the environment so that they have a positive impact in reducing operational costs by adopting independent waste management, namely recycling plastic, paper, glass bottles, both organic and non-organic waste by collaborating with waste banks. , farmers, breeders or entrepreneurs around. Joining the association gives Homestay owners access to the latest information, resources and the latest technology in waste management and sustainability. This allows them to adopt best practices that can improve the efficiency and sustainability of their business. It can be seen that the Homestay owners have adopted environmentally friendly business practices in business operations, one of which is by applying the method of processing organic waste into Eco Enzyme which is carried out by Kompek Homestay, as well as other homestays that bury organic waste in the empty land they own, Apart from being good for the environment and helping to reduce operational costs, they really believe that this can improve the image and attractiveness of the homestay to guests who stay and want to stay.

### Environmental Issues

Based on the respondents' answers, it can be seen that the direction of the average respondent's answer to each question tends to the right or the average respondent's answer is greater than a score of 6 (six).



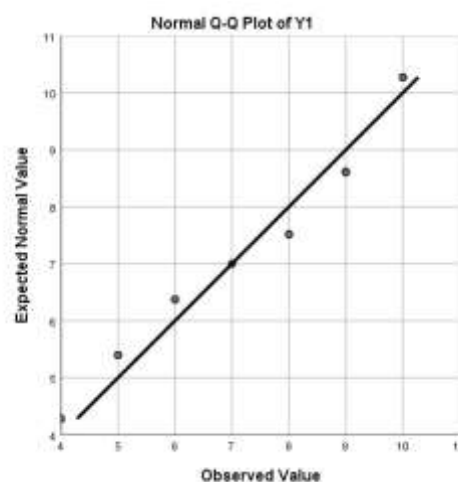


Where the lowest score was obtained for involvement in homestay operational waste management. Although not all, the majority of homestay owners have been involved in managing their own waste with an average score of 7.63. namely by separating organic waste, plastic, glass and other materials and recycling them because they believe that good waste management can improve the image and attraction for homestay guests. Apart from that, waste can have economic value, such as paper, plastic (bottles) and iron which can be converted into other useful goods (Jiang et al, 2022).

On the other hand, many homestay owners feel that climate change and environmental issues related to waste management are also influenced by business activities so that the role of homestays in reducing environmental impacts and waste pollution will make an important contribution to the surrounding environment (Ajibade et al, 2021). Implementing sustainable waste management practices, such as separating organic and non-organic waste, can help reduce the amount of waste that ends up in landfills. Meanwhile, the highest score of 7.88 was obtained from knowledge of local government regulations and policies regarding waste management in their respective areas, which motivates homestay owners to manage operational waste so that it can have a positive impact on the surrounding environment. Apart from that, effective waste management in homestays can be an example. which is good for local communities and other businesses. Participating in environmental initiatives and activities in local communities can strengthen a company's involvement in protecting and preserving the environment (Chege and Wang, 2020).

### Green Entrepreneurship Practice

Based on the respondents' answers, it can be seen that the direction of the average respondent's answer to each question tends to the right or the average respondent's answer is greater than a score of 6 (six).



Based on the highest score of 7.91, homestay owners see the increasing demand from guests for environmentally friendly accommodation, making this an opportunity from an entrepreneur's perspective. They strongly agree with the statement that the existence of an environmentally friendly concept can attract tourists to stay overnight and increase sales so that the ambition of homestay owners in pursuing greater profits can be achieved with greater market opportunities. Homestay owners have the determination to achieve success by focusing on sustainable business practices because they are aware that to become an entrepreneur in the long term, they must carry out business that does not harm the environment. This also motivates homestay owners to explore and implement innovative and environmentally friendly business practices in managing homestay operations even though this is not their passion or something they are interested in as seen from the lower average score of 7.70 followed by a score of 7.66 which is not much from homestay owners who believe that preserving the environment is also a responsibility as homestay owners who have economic activities and there are still very few who have found ways to deal with waste by processing it into something more useful. Based on the survey results, there are several homestays that apply a system for processing organic waste into eco-enzyme, which is the result of fermenting organic kitchen waste into materials that are useful for nature and humans as well as processing organic waste into compost for their own homestay gardens. Many homestay owners stated that environmentally friendly business practices can save operational costs in the long term and this shows the large profits of the homestay business with the highest score of 7.93. Efficient waste management practices, including waste segregation and recycling programs, can help reduce waste disposal costs. Some recycling and waste management programs can provide additional income through the sale of recycled materials (Kabirifar et al, 2020). Besides that, choosing building materials and furniture that are durable and easy to repair, as well as using environmentally friendly materials, can reduce maintenance and replacement costs in the long term. Although some changes may require an initial investment, the long-term benefits of environmentally friendly business practices can often outweigh the costs. Therefore, homestay owners who adopt a sustainable approach can not only make a positive contribution to the environment, but also improve the operational efficiency and prosperity of their business in the long term. On the other hand, having an environmentally friendly homestay can also increase guest awareness about environmental issues. This can create a more positive experience for guests and provide added value for the homestay. Although not many people believe that opening an environmentally friendly homestay business is one of the keys to becoming a successful entrepreneur in the modern era, increasing environmental awareness and changes in consumer behavior can make this business increasingly relevant and has the potential to become a trend in the future. By combining sustainable business practices with good marketing advantages, environmentally friendly companies can be a smart investment and have a positive impact on the environment as well as business success (Fernando et al, 2019). Homestays that focus on sustainability can play a role in corporate social responsibility, improve the business's image in the eyes of the community and can open up opportunities to gain wider support and partnerships.

### Validity and Reliability Test Results

Validity is tested by looking at the Cronbach's Alpha value, the minimum value of which is 0.7 (George and Mallery. 2003) and reliability by looking at the square root of average variance extracted (AVE) value above 0.5. If the AVE value is above 0.5 then the data is declared valid. It can be concluded from the following table that the data is valid and reliable.

**Table 4: Validity and Reliability Test Results**

Variabel	Cronbach's Alpha	Average Variance Extracted (AVE)
Perception of the Green Economy (X1)	0.980	0.876
Environmental Issues (X2)	0.985	0.880
Green Entrepreneurship Practice (Y)	0.990	0.879

Source: Data processed 2023

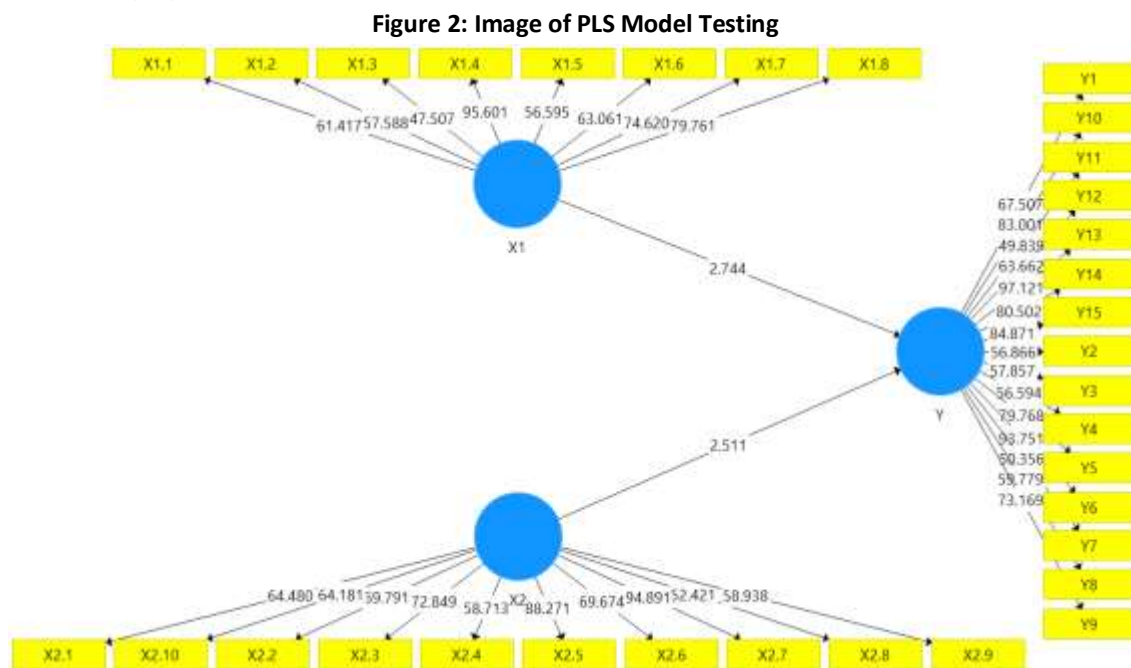
## Hypothesis Testing

**Table 5: Hasil Pengujian dengan model PLS**

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics ( O/STDEV )	P Values
Perception of the Green Economy (X1) - > Green Entrepreneurship Practice (Y)	0.507	0.509	0.185	2.744	0.006
Environmental Issues (X2)->Green Entrepreneurship Practice (Y)	0.478	0.475	0.190	2.511	0.012

**Source: Data processed 2023**

The results of data processing are presented in Table 4, so the P value of several variable relationships can be concluded to have a positive and significant effect, where the variables perception of green economy (X1) and environmental issues (X2) P value < 0.05, which means perception of green economy and issues The environment has a positive influence on green entrepreneurship practices. So it can be interpreted that positive perceptions of the green economy and environmental issues can increase public awareness about the importance of sustainable business. In the context of green entrepreneurship, this creates a friendlier environment to be accepted and recognized. Besides that, Hameed et al (2021) stated that positive perceptions of environmental issues can create greater consumer demand for products and services produced by green entrepreneurs, where education about the importance of the environment plays a key role in achieving green entrepreneurship success. To clarify the influence of the variables tested, the research model design is presented in the following Figure.



**Source: Data processed 2023**

From the test results it can be analyzed that the perception of a green economy and environmental issues influence homestay owners in adopting green entrepreneurship practices, this is due to the belief of homestay owners who state that environmentally friendly business practices can save operational costs in the long term and realize higher homestay business profits. large with increasing demand so that many tourists are interested in staying there and increasing sales financially. Through green entrepreneurship practices, demand from the

market has increased for environmentally friendly accommodation, making this a good business opportunity from an entrepreneur's point of view. Meanwhile, entrepreneurs' enthusiasm for exploring and implementing innovative and environmentally friendly business practices in managing their company's operations is an important supporting factor in creating a sustainable business (Allal-Cherif et al, 2023). Starting from sorting waste, handling it and then recycling it, although this concept has not yet been implemented by all Homestays, it has been widely implemented, until the final waste that is thrown into the TPA (final disposal site) is only leftovers that cannot be recycled, processed or sold. Based on the phenomenon of burning rubbish which often occurs in the Ubud area, none of it is implemented by homestay owners, although not all of them are able to carry out green entrepreneurship practices, but this is believed to disturb the comfort of guests and support from the local community for their social responsibility as business people.

#### 4. CONCLUSION

Based on the research results, it was found that homestay owners have adopted more environmentally friendly business practices in managing their business operations, especially with waste management and the use of environmentally friendly materials, which can improve the image and attractiveness of the homestay to guests. In waste management, they collaborate with local farmers and waste banks to deal with plastic waste which is usually carried out in banjars. This is of course also due to increased awareness of business people about environmental problems so that apart from being a business opportunity, the environment is also an important factor in making business decisions, especially for Balinese entrepreneurs with high technology and good infrastructure so that they reach knowledge and awareness of environmental preservation through prevention. and handling waste resulting from business production waste. Yi (2021) believes that education about the importance of the environment plays a key role in achieving green entrepreneurship success in raising awareness about environmental issues including the negative impacts of conventional business practices on the environment as well as positive sustainable impacts. By providing strong education about the importance of the environment, business people have a greater opportunity to succeed in implementing green entrepreneurship principles. This education not only affects individuals personally but also creates an environment that supports overall sustainable business growth (Boldureanu et al, 2020).

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