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Ecopreneurship as an Innovative Strategy for MSME Development in Ponorogo From The Perspective of Maqāṣid Asy-Syarī'ah

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Abstract

Ecopreneurship focuses on environmental sustainability and plays a strategic role in local economic growth as well as being an innovative solution for Ponorogo MSMEs to overcome the waste problem. This concept is in line with Maqāṣid Asy-syarī'ah principles that emphasize protection and sustainable business practices. The method used in this study was a qualitative method using a qualitative field approach. Data collection techniques were carried out through observation, interviews, and documentation of ecopreneurship MSME owners in Ponorogo. The results showed that ecopreneurship in Ponorogo is run in line with the principles of eco-innovation, eco-opportunity, and eco-commitment. In its development, ecopreneurship MSMEs in Ponorogo are still constrained by capital issues. The development of these MSMEs is supported by the principles of Maqāṣid Ash-sharī'ah through business ethics, work safety, knowledge enhancement, moral preservation, and the balance of profit and social responsibility for business sustainability. Ecopreneurship has proven to be an innovative strategy in the development of MSMEs in Ponorogo Regency. This strategy not only encourages economic growth and competitiveness of MSMEs, but also aligns with the principles of Maqāṣid Asy-syarī'ah.

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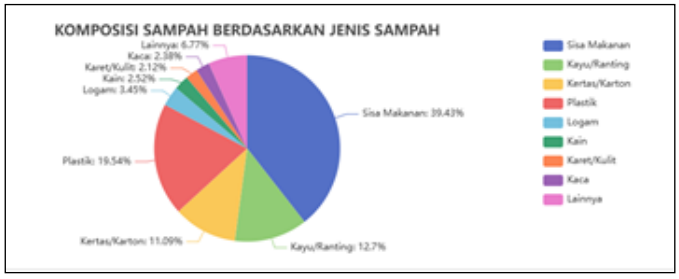
INTRODUCTION

MSMEs (Micro, Small and Medium Enterprises) are the main drivers of the Indonesian economy with a contribution of around 61% to GDP in 2023 or Rp 9,580 trillion, and are able to absorb 97% of the total national workforce (Lestari, 2024). MSMEs play an important role in job creation compared to large businesses that tend to be capital intensive (Dayanti and Prasetiyo 2023). However, MSMEs in various regions including Ponorogo, still face various challenges such as difficult access to financing, limited skills, marketing, licensing, product quality, adequate infrastructure, and lack of innovation and technology utilization. Therefore, the empowerment and development of MSMEs through increased product innovation, technological and human resource development, and market expansion is very important (Riswanto, 2023).

Innovation and technology are key success factors in the context of local economic growth, but business sustainability must also be considered amid the rapid development of innovation and technology (Haseeb, 2019). However, amidst the rapid development of innovation and technology, the sustainability aspect of a business is also important to consider. In line with the importance of sustainability aspects in the business world, one of the strategic steps taken is to implement the concept of environmentally friendly business. Environmentally friendly business is a business activity that focuses on preserving the environment and is based on the principles of sustainability and has minimal negative impact on the environment. Examples of environmentally friendly business practices include waste treatment, energy efficiency, and the use of environmentally friendly products (Fathihani, Randyantini, and Saputri 2024). Its implementation is increasingly crucial as environmental problems increase, including the urgent issue of waste.

Based on World Bank data in The Atlas of Sustainable Development Goals 2023 report, Indonesia is among the top ten waste-producing countries in the world, with production reaching 65.2 million tons per year or 250 kg per capita (Erilia, 2025). Based on data from the National Waste Management Information System (SIPSN), the composition of waste in Indonesia includes:



Picture 1: Waste Composition Data by Waste Type

The composition of waste in Indonesia is quite diverse, ranging from food waste to plastic. Waste problems are generally caused by underdeveloped processing systems, lack of knowledge and implementation in the community, and management policies that have not been maximized (Syarif, 2022). In Ponorogo, the population density generates a large volume of waste. There is only one landfill in the city, the Mrican Landfill in Dukuh Klego, Mrican

Village, Jenangan District. This 2.7 ha landfill receives around 70-90 tons of waste per day, even 110-120 tons during Ramadan (Slamet and Nasution, 2020).

Waste sources in Ponorogo come from households, markets, commercial areas, public facilities, roads, offices, and industries, including MSME waste. The piles of waste in the Mrican landfill create a pungent odor that reaches residential areas, while the leachate that seeps into the landfill pollutes water sources. The impact not only reduces the quality of water consumption, but also harms farmers, damages the ecosystem, and increases the risk of disease (Slamet and Nasution, 2020). Therefore, real efforts are needed to optimally overcome this problem, one of which is by encouraging the development of environmentally friendly businesses.

This concept is in line with ecopreneurship, a concept that combines entrepreneurship with environmental sustainability. Ecopreneurship is an acronym of the words eco and entrepreneurship. Eco comes from the word ecology, which is a science that studies the mutual relationship between living things and the environment. Entrepreneur means entrepreneurship. So, ecopreneurship is entrepreneurship that focuses on businesses that are beneficial and care about environmental sustainability (Kainrath, 2009). Ecopreneurship plays an important role in creating a positive impact on the environment, especially in the industrial sector which is often a contributor to ecological problems. This concept encourages businesses to see environmental challenges as opportunities to create environmentally friendly innovations (Varlitya, 2024).

As Muslims, calling to the ma'ruf and preventing from the munkar is an obligation (Abidah, Saiban, and Munir, 2022). This is in line with the principle of ecopreneurship. Through businesses that are oriented towards environmental sustainability, ecopreneurs not only carry out economic activities, but also maintain Allah's mandate over the earth and reject all forms of damage. This principle is in line with maqāṣid ash-sharī'ah which emphasizes balance and sustainability in natural resource management, as asserted by Ash-Syātibi that sharia was revealed to realize benefits in this world and the hereafter (Prasetiyo and Rofiah, 2021).

The concept of ecopreneurship that prioritizes environmentally friendly businesses is very relevant for MSMEs in Ponorogo, given the increasingly pressing environmental issues. This concept has been applied in several MSMEs in Ponorogo. Among them are Kage BSF maggot cultivation, Ana & Sunna patchwork waste processing, and Maeso Jenar organic and inorganic waste processing. In addition, research on ecopreneurship is growing.

In a previous research, highlighted that the integration of the Green Economy and Maqāṣid Asy-Syarī'ah serves as the ethical foundation for sustainable development in line with the principles of ecopreneurship (Hasibuan, 2024). However, this research is still conceptual and macro in nature, so this study seeks to examine the application of ecopreneurship in MSMEs in Ponorogo Regency. Meanwhile, other research also state that ecopreneurship influences the competitive advantage and sustainability of a business. However, the study did not link the concept of ecopreneurship with Islamic economic values. Therefore, this study offers a new approach by integrating the principles of Maqāṣid Asy-Syarī'ah in the application of ecopreneurship in MSMEs in Ponorogo Regency.

Based on the background of the problems that have been described, this research aims to analyze the implementation of the ecopreneurship concept among MSMEs in Ponorogo Regency. In addition, it aims to analyze the development of ecopreneurship MSMEs in Ponorogo Regency. As well as analyzing the role of Maqāṣid Ash-sharī'ah in supporting ecopreneurship MSMEs in Ponorogo Regency.

RESEARCH METHOD

This research is field research that uses a qualitative approach. Field research is conducted by exploring data directly in the field, usually using a qualitative approach with natural research conditions (Sugiyono, 2013). Meanwhile, the qualitative approach aims to deeply understand the phenomena experienced by research subjects as a whole and describe them in the form of descriptions of words (Nadirah and Pramana, 2022).

The location of this research is in Ponorogo Regency, with a focus on several MSMEs, namely Maeso Jenar (processing plastic waste and coconut fiber waste), Kage BSF (maggot cultivation for decomposing organic waste), and Ana & Sunna Patchwork (patchwork crafts). Informants were selected using purposive sampling based on the dominant types of waste at the final disposal site. Each selected MSME represents the processing of the most abundant types of waste, namely plastic, organic waste, and fabric waste. The number of interview participants was adjusted to the number of eco-entrepreneurship MSMEs in Ponorogo Regency.

In this research, the data collected includes the concept of ecopreneurship in MSMEs, its development, and the role of Maqāṣid Ash-sharī'ah in supporting ecopreneurship MSMEs in Ponorogo Regency. Data are facts or information used as the basis of research in revealing phenomena or solving problems (Sujarweni, 2019). Data were obtained from primary sources through interviews and direct observation to the owners of Maeso Jenar, Kage BSF, and Ana & Sunna Patchwork, as well as secondary sources in the form of documentation, literature review, print media, internet, and field notes.

RESULT AND DISCUSSION

Data on the Implementation of the Ecopreneurship Concept in MSMEs in Ponorogo Regency

Ponorogo Regency has a lot of economic potential, one of which is related to the diversity of MSMEs that have developed in this district. Based on Ponorogo Central Statistical Data Year 2023, the number of MSMEs in the city reached 42,720. Based on initial observations, it is estimated that MSMEs generate at least a minimum of 1-2 kg of waste depending on their business type and production scale. If each MSME averages 1-2 kg of waste per day, then with a total of 42,720 MSMEs in Ponorogo Regency, the amount of waste generated ranges from 42.72 to 85.44 tons per day.

Most of the tens of tons of daily waste from MSMEs in Ponorogo do not end up in the Mrican landfill, but are disposed of carelessly, polluting the environment and worsening the condition of the Mrican landfill which is already overcapacity. Therefore, the active role of the community and government is needed in waste management and environmental

preservation. One of them is through the development of ecopreneurship which is able to reduce waste and create sustainable economic value. The concept of ecopreneurship is starting to develop in Ponorogo. It allows MSMEs to process waste into products with economic value, thus reducing waste while creating sustainable business opportunities.

Some MSMEs in Ponorogo Regency have started to implement eco-friendly business practices. To ensure their businesses are aligned with the ecopreneurship concept, there are several indicators from David Kainrath that need to be considered.

1. Eco-Innovation

   Environmental innovation is at the heart of the concept of ecopreneurship because it emphasizes the creation of economic value through solutions to ecological problems. Eco-innovation is the development of new products, processes, or business models that can reduce negative impacts on the environment. This innovation focuses not only on creating new products, but also on changing mindsets and improving resource efficiency to create a balance between economic profit and environmental sustainability (Kainrath, 2009).

   In the context of Ponorogo, SME ecopreneurship has demonstrated a tangible form of eco-innovation. Kage BSF converts organic waste into marketable maggots, while Maeso Jenar processes coconut husks into cocopeat and cocofiber. These innovations stem from local needs and resource constraints, not from advanced technology. This shows that eco-innovation in developing regions does not only depend on large capital, but also on the creativity and adaptability of business actors. Thus, MSME practices in Ponorogo broaden Kainrath's theoretical understanding that ecological innovation can also grow from a simple but sustainability-oriented local context.

2. Eco-Opportunity

   Environmental opportunities describe the ability of business actors to recognize and utilize ecological challenges as opportunities for sustainable economic growth. Eco-opportunities include efforts to develop products, services, or business systems that are not only economically profitable but also contribute to environmental conservation. In other words, ecopreneurship actors are able to view environmental problems not as obstacles, but as sources of innovation and business growth (Kainrath, 2009).

   In the context of Ponorogo, ecopreneurship MSMEs demonstrate the practical application of this concept. Kage BSF has developed maggot farming as a solution for decomposing organic waste and as a new source of income. Ana & Sunna process fabric scraps into patchwork products for export, while Maeso Jenar established a Waste Bank to reduce the volume of waste at the Mrican landfill and utilize it for agricultural products with economic value. These practices demonstrate that eco-opportunities not only create new business opportunities but also strengthen local economic resilience through the utilization of previously worthless waste.

3. Eco-Comittmen

   Environmental commitment is the main foundation of ecopreneurship, which affirms the determination of business actors to run sustainable businesses that are

oriented towards ecosystem preservation. Eco-commitment includes systematic efforts such as waste reduction, energy efficiency, and the implementation of social responsibility focused on the environment. This commitment marks a paradigm shift from simply seeking profit to long-term sustainability that benefits society and nature (Kainrath, 2009).

Several ecopreneurship MSMEs in Ponorogo demonstrate a strong commitment to this principle. Kage BSF is consistent in reducing organic waste through environmentally friendly maggot cultivation. Ana & Sunna show commitment to textile waste management oriented towards a circular economy, while Maeso Jenar expands its impact through community empowerment via the Waste Bank and waste management socialization. This fact reinforces Kainrath's view that the success of ecopreneurship is not only measured by financial profit, but also by the steadfast commitment to preserving the environment and social sustainability.

In the implementation process, there are several factors that influence ecopreneurship in Ponorogo Regency, both as obstacles and drivers. Based on the results of the interview, the supporting factors for the success of ecopreneurship according to David Kainrath include:

1. Green Values

   Green Values are defined as environmental values or concerns that exist within an ecopreneur. These values reflect deep beliefs that encourage ecopreneurs to continue to innovate and find solutions to environmental problems (Kainrath, 2009).

   Some ecopreneurship MSMEs in Ponorogo run businesses with the main purpose of protecting the environment, reflecting the principle of Green Values. Kage BSF processes organic waste as a form of concern for the environment by preventing pollution and maintaining ecosystem balance. Ana & Sunna reduces textile fabric waste as a form of concern to process leftover convection waste. Maeso Jenar shows concern by saying that protecting the environment is a shared responsibility and can start from the smallest line, namely ourselves.

2. Gap in The Market

   An ecopreneur is able to see environmental problems as a business opportunity by identifying market needs for sustainable products and services (Kainrath, 2009). Some MSMEs have been able to see existing environmental problems as opportunities to build environmentally friendly businesses. Kage BSF processes organic waste into dry and live maggots that are in high demand in the market for livestock and reptile feed. Ana & Suna utilizes patchwork techniques to produce products that penetrate foreign markets. Meanwhile, Maeso Jenar processes coconut coir waste into cocopeat, cocofiber and inorganic waste that is a necessity among farmers and industries.

3. Making a Living

   Ecopreneurs have a main focus on environmental sustainability, but on the other hand, ecopreneurs must still pay attention to financial aspects so that the business can

continue to run. The profits earned are used to strengthen the business and expand its positive impact (Kainrath, 2009).

As in the Ana & Sunna MSME, the owner runs a patchwork processing business as a source of family economy. Meanwhile, the owners of Kage BSF and Maeso Jenar already have main jobs in addition to the waste processing business. Although their businesses are profitable, they emphasize environmental impact over financial gain.

4. Be Their Own Boss

As the main business actor, an ecopreneur has the freedom to make decisions that support sustainability without being tied to short-term profits. They can also adjust to market trends that care about the environment through the implementation of environmentally friendly business policies (Kainrath, 2009).

Some ecopreneurship MSME players in Ponorogo have implemented cooperation policies to support business sustainability and environmental preservation. The cooperation policy implemented by ecopreneurship MSME players in Ponorogo embodies their freedom as business owners to make decisions that support sustainability and respond to environmentally friendly market trends.

For example, the Maeso Jenar MSME implements a policy by involving residents as waste bank customers. Every month residents deposit organic and inorganic waste and receive money in the form of savings. In addition, they establish cooperation and collaboration with health centers, pharmacies, and schools to expand relationships and develop recycling programs. Kage BSF also implements policies by collaborating with caterers and agents in organic waste management. Meanwhile, the Ana & Suna MSME still focuses on processing fabric waste, and has not yet implemented a special policy for environmental conservation.

5. Passion

Passion is a driving force for ecopreneurs, who run businesses not only because of economic demands but also because of a deep interest in the environment. Some ecopreneurship MSMEs in Ponorogo grew from the owner's interest in environmental conservation efforts. For example, the Kage BSF MSME started from the owner's experience and interest in organic waste processing until he decided to develop maggot cultivation. Ana & Sunna MSME emerged from the owner's interest in sewing and utilizing patchwork, resulting in high-value products. Meanwhile, the Maeso Jenar MSME started with a concern for the waste problem which then encouraged them to take concrete steps to help solve the problem.

Based on the results of the interview, the inhibiting factors for the success of ecopreneurship according to David Kainrath include:

1. Lack of information (kurangnya informasi)

Lack of information is one of the factors inhibiting the success of ecopreneurship, because business actors often do not have sufficient access to knowledge about environmentally friendly business practices (Kainrath, 2009). However, nowadays access

to information related to green business is increasingly easy to obtain both from social media and other digital media. Ecopreneurship MSMEs in Ponorogo such as Kage BSF, Ana & Sunna, and Maeso Jenar agree that access to information about green business is now easier to find, helping them run their businesses more efficiently and sustainably. The challenge of lack of information as a barrier is now starting to be overcome.

2. Lack of awareness (kurangnya kesadaran)

   Many entrepreneurs are not aware of the importance of green aspects in business, so many market opportunities are missed and ecopreneurs struggle to market their products or services (Kainrath, 2009). However, this condition is not in line with ecopreneurship MSMEs in Ponorogo. Ecopreneurship MSMEs in Ponorogo, such as Kage BSF, Ana & Sunna, and Maeso Jenar, started their businesses because of concerns about environmental issues, not because of a lack of awareness. In fact, high awareness of waste issues encouraged them to create sustainable businesses that focus on environmental solutions.

3. Limited public funding (terbatasnya pendanaan publik)

   Public funding to support sustainable businesses is still limited, while green businesses often require additional costs to run green practices. Some ecopreneurship MSMEs in Ponorogo have received government assistance, such as Kage BSF which received 30 million funds from PLN in 2020. Maeso Jenar, which received infrastructure support from the Ministry of Environment. Meanwhile, Ana & Sunna has yet to receive capital assistance from the government.

Ecopreneurship MSME Development Data in Ponorogo Regency

Ecopreneurship MSMEs in Ponorogo grow along with environmental awareness, many business actors utilize waste and natural materials for environmentally friendly products. Based on the results of interviews with ecopreneurship MSMEs in Ponorogo, several indicators of MSME development according to Fifian Permata Sari include:

1. Marketing

   An appropriate and efficient marketing strategy is an important element in business development. This includes the selection of markets to be reached, development of new products, determination of pricing strategies, and identification of parties to cooperate with (Sari, 2023). Several ecopreneurship MSMEs in Ponorogo have implemented marketing strategies tailored to the characteristics of their products and target markets.

   Ana & Sunna MSME utilizes Instagram and Shopee for online marketing, so that its products can be exported to various countries. Kage BSF now focuses on selling dried maggot to agents and direct sales to consumers. Maeso Jenar markets cocopeat and cocofiber directly to farmers and supplies inorganic waste to factories in several cities. The utilization of social media and e-commerce is effective for a broad market, while direct distribution is more efficient to meet local demand.

2. Human Resources

The development of MSMEs is highly dependent on the quality of competent human resources. This is measured through knowledge, skills, and managerial abilities. These three aspects are important to improve the performance and competitiveness of MSMEs (Sari, 2023).

The quality of HR in ecopreneurship MSMEs in Ponorogo develops through formal training and self-learning. Maeso Jenar MSME improves knowledge through training in Jogja and brings in specialized experts to provide waste management training. Meanwhile, Ana & Sunna and Kage BSF MSMEs are more self-taught from family experiences, previous jobs, and digital media. HR development is carried out flexibly and adaptively, both through technical training and self-learning, so that the spirit of learning and willingness to develop are the main keys to increasing competitiveness and business sustainability.

3. Production Field

In a company, the production sector plays an important role in maintaining the quality and effectiveness of product manufacturing, responsible for planning, organizing, and managing the entire production process from raw materials to packaging (Sari, 2023).

The production strategy of ecopreneurship MSMEs in Ponorogo is tailored to the type of business and the characteristics of the raw materials. Kage BSF MSME manages food waste into maggot feed through sorting, storing, and drying to make it durable. Maeso Jenar MSME processes coconut coir waste into cocopeat and cocofiber and processes inorganic waste that is sorted and pressed before being sent to the factory. Ana & Sunna MSME utilizes fabric scraps from garments to be sewn into unique products with various motifs and sizes. Despite the different processes, all MSMEs prioritize efficiency and sustainability with an environmentally friendly approach according to their business potential.

4. Capital

Capital is a major factor for the sustainability and growth of MSMEs. It is required for purchasing raw materials, procuring equipment, developing products, and maintaining cash flow to meet financial obligations. MSME owners need to find appropriate funding sources such as bank loans or government programs (Sari, 2023).

Each ecopreneurship MSME in Ponorogo has different sources of capital according to the needs and conditions of its business. Kage BSF received capital assistance from PLN to purchase equipment, Maeso Jenar relied on external assistance and joint funds from the management, while Ana & Sunna used personal capital.

Some ecopreneurship MSME players have received government assistance, while others still rely on personal capital. However, limited access to capital is still a major obstacle that hinders business development, especially in increasing production, purchasing equipment, and expanding markets.

Data on the Role of Maqāṣid Asy-syarī‘ah in Supporting Ecopreneurship MSMEs in Ponorogo Regency

Ecopreneurship-based MSMEs in Ponorogo are developing with sustainable business principles that not only pursue financial gains, but are also environmentally and socially responsible. In Islamic economics, this sustainability is in line with Maqāṣid Asy-syarī'ah, which is the principles of sharia that prioritize benefits (Bakri, 1996). The main objective is to protect religion, soul, mind, offspring, and property in every aspect of life, including in economic activities. Based on the interview results, the application of the Maqāṣid Asy-syarī'ah concept in ecopreneurship MSMEs in Ponorogo Regency is as follows:

1. Ḥifẓ al-Dīn (Protection of Religion)

   Ḥifẓ al-Dīn is an effort to maintain and protect religious beliefs and practices according to Islamic teachings. This principle emphasizes freedom of worship, the application of Islamic values in life, and protection from things that damage faith (Bakri, 1996). Several ecopreneurship MSMEs in Ponorogo have applied the principle of Ḥifẓ al-Dīn in their businesses in different ways.

   Kage BSF MSMEs maintain the environment around maggot cultivation so as not to cause odors and contribute to nature conservation, according to Islamic teachings. Ana & Sunna MSME emphasizes honesty in every transaction so that its business is blessed and in accordance with Islamic values. Meanwhile, Maeso Jenar MSME organizes social religious activities such as free circumcisions and regular religious activities to strengthen the spiritual values of its members.

2. Ḥifẓ an-Nafs (Protection of the Soul)

   Ḥifẓ an-Nafs aims to protect the life and safety of individuals from all threats that endanger life, including physical protection, health, and the right to live safely and prosperously. In ecopreneurship, this principle is realized through the fulfillment of occupational safety and health (K3) standards, such as ensuring a safe working environment, free of hazardous substances, and providing adequate safety equipment. Thus, ecopreneurs not only protect the health and welfare of workers, but also demonstrate moral responsibility in business.

   Some ecopreneurship MSMEs in Ponorogo apply Ḥifẓ an-Nafs in their business. Maeso Jenar MSME provides complete PPE for waste sorting and processing workers to maintain the work safety of its members. Kage BSF MSME provides basic protection such as special clothes and gloves when handling maggots to avoid contamination. Meanwhile, Ana & Sunna MSME emphasizes caution in the production process of cutting and sewing fabrics to prevent the risk of work accidents through workers' experience and thoroughness.

3. Ḥifẓ al-Aqli (Protection of Intellect)

   Ḥifẓ al-‘Aql emphasizes the importance of maintaining and improving intellectual and mental capacity through education and learning. In ecopreneurship, Ḥifẓ al-'Aql is realized through training and skills development so that business actors continue to learn and innovate in running a sustainable business.

Some ecopreneurship MSMEs in Ponorogo have implemented Ḥifẓ al-Aqli. Maeso Jenar MSME provides waste management training facilities to improve the sustainable business skills of its members. Kage BSF MSME actively shares knowledge by holding a five-day maggot cultivation training with complete facilities. Meanwhile, Ana & Sunna MSME develops itself through self-learning by utilizing the internet to find references and improve sewing skills.

4. Ḥifẓ an-Nasl (Protection of offspring)

Ḥifẓ an-Nasl aims to preserve offspring and families by maintaining healthy moral and social values. In ecopreneurship, this principle is realized through socialization and active contribution in environmental preservation for the welfare of families and future generations.

Some ecopreneurship MSMEs in Ponorogo implement Ḥifẓ an-Nasl by maintaining moral and social values and preserving the environment for future generations. Maeso Jenar MSME socializes responsible waste management and instills awareness of protecting the environment in various social communities. Kage BSF MSME manages organic waste into maggot feed and educates about environmental friendliness through social media and mentoring programs. Meanwhile, Ana & Sunna MSME reduces textile waste by utilizing patchwork into new products.

5. Ḥifẓ al-Māl (Protection of Property)

Ḥifẓ al-Māl focuses on the protection of property and property rights so that they are not misused or unfairly seized. In ecopreneurship, Ḥifẓ al-Māl can be done by balancing the achievement of profit and social responsibility in order to create a sustainable and fair business.

Some ecopreneurship MSMEs in Ponorogo implement Ḥifẓ al-Māl by prioritizing social and environmental welfare while still trying to make a profit. Maeso Jenar MSMEs socialize environmental management to the community and cooperate with various institutions. This shows that profits are used to benefit the social sphere and the environment. Kage BSF combines business with social responsibility through fostering environmental conservation in Islamic boarding schools and foundations. This creates dual benefits of waste reduction and maggot sales. In addition, Ana & Sunna MSME manages patchwork waste into valuable products and its owners are active in community social activities. This shows the benefits of contributing to environmental and social welfare.

CONCLUSION

Ecopreneurship-based MSMEs in Ponorogo Regency have great potential in promoting sustainable economy through waste management into useful products and the application of environmentally friendly business practices. Their success is supported by continuous innovation, the ability to seize market opportunities, and a strong commitment to environmental sustainability. Key driving factors include environmental awareness, keen business acumen, economic motivation, freedom of decision-making, and a passion for nature

conservation. However, limited capital and access to funding remain challenges that need to be overcome in order to maximize business development potential.

In practical terms, strengthening MSMEs ecopreneurship can be achieved through increased access to green financing, environment-based management training, and collaboration between local governments, Islamic financial institutions, and universities. The Maqāṣid Asy-Syarī'ah approach provides a strong ethical framework for the development of these MSMEs, covering the protection of life, property, the environment, and social welfare in a balanced manner. By applying these principles, SME ecopreneurship not only becomes the engine of Ponorogo's green economy but also a concrete example of integrating Islamic values into sustainable business, providing economic, social, and ecological benefits for the community.

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