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The background illustration depicts a vibrant economic scene. On the left, a classical building with columns is labeled 'BANK'. To its right, a man in a blue sweater sits on a stack of green banknotes, working on a laptop. Further right, a man in a white shirt and tie stands on a large red upward-pointing arrow, holding a black briefcase and a telescope. Another man in a brown suit stands at the base of the arrow, steering a large wooden ship's wheel. In the foreground, a 3D pie chart with blue, yellow, and red segments is visible. The entire scene is set against a backdrop of a city skyline and a financial candlestick chart.

Agilitas Ekonomi Sirkular Hibrida

Membangun Couplepreneurship dan
Kewirausahaan Komunitas Inovatif

AGILITAS EKONOMI SIRKULAR HIBRIDA

MEMBANGUN COUPLEPRENEURSHIP DAN KEWIRAUSAHAAN KOMUNITAS INOVATIF

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AGILITAS EKONOMI SIRKULAR HIBRIDA
Membangun Couplepreneurship dan Kewirausahaan
Komunitas Inovatif

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Desain Sampul

Aswan Kreatif

Tata Letak

Ara Caraka

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KATA PENGANTAR



Puji syukur ke hadirat Tuhan Yang Maha Esa, karena atas rahmat dan karunia-Nya, buku ini yang berjudul “**AGILITAS EKONOMI SIRKULAR HIBRIDA**” dapat terselesaikan. Buku ini hadir sebagai upaya akademik dan praktis untuk menjawab tantangan besar pembangunan ekonomi di era disrupsi dan transisi menuju keberlanjutan.

Perubahan teknologi yang cepat, krisis lingkungan, dan dinamika sosial-ekonomi global menuntut adanya model bisnis baru yang tidak hanya berorientasi pada profit, tetapi juga memperhatikan keberlanjutan sosial dan ekologis. Dalam konteks inilah, konsep ekonomi sirkular, bisnis hibrida, dan couplepreneurship diposisikan sebagai strategi inovatif yang mampu menghubungkan nilai ekonomi, sosial, dan lingkungan dalam satu ekosistem kewirausahaan berbasis komunitas.

Buku ini disusun dengan mengintegrasikan hasil riset, kajian teoretis, dan praktik empiris dari berbagai sektor seperti pertanian, UMKM digital, pariwisata hijau, hingga ekonomi kreatif. Pendekatan yang digunakan menekankan kolaborasi multi-aktor dalam kerangka pentahelix — akademisi, bisnis, pemerintah, komunitas, dan media — untuk mewujudkan model kewirausahaan yang inklusif, tangguh, dan adaptif.

Kami berharap buku ini dapat menjadi referensi strategis bagi akademisi, praktisi, pelaku UMKM, pemerintah daerah, dan komunitas lokal yang berkomitmen membangun ekonomi berkelanjutan di tingkat akar rumput. Lebih dari sekadar wacana, buku ini diharapkan menjadi panduan aplikatif bagi pengembangan roadmap couplepreneurship dan ekosistem kewirausahaan komunitas sirkular di Indonesia.

Ucapan terima kasih kami sampaikan kepada seluruh pihak yang telah berkontribusi dalam penyusunan buku ini — rekan peneliti, mahasiswa, pelaku usaha, serta komunitas lokal yang menjadi sumber inspirasi. Semoga karya ini dapat memberikan manfaat nyata dalam memperkuat literasi ekonomi berkelanjutan dan menumbuhkan semangat kolaborasi lintas generasi menuju Indonesia Emas 2045 yang berdaya saing, hijau, dan inklusif.

Malang, November 2025

Penulis

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