

Increasing the Young Generation's Entrepreneurial Interest in Agriculture

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ABSTRACT

The declining interest of the younger generation in the agricultural sector is a serious problem, which is caused by declining socio-economic conditions. The current young generation is less interested in choosing agriculture as a major because they believe that agriculture is often associated with physical work and poverty. Even though the agricultural sector has a strategic role in social economic development, it is difficult to unite the young generation and entrepreneurs. However, both of them actually have the potential to develop their business from an early age. To encourage agricultural progress in Indonesia, the active role of the younger generation in agricultural development is very important. Therefore, efforts continue to be made to increase the interest of the younger generation in the agricultural sector, with the hope that they can become the main drivers of agriculture in Indonesia. One way to find business opportunities is through extension activities, which is considered a very important communication process in agriculture. Agricultural extension workers have a role as facilitators who prepare farmers and other agricultural business actors to share information with each other. Various steps have been taken to encourage the younger generation to get involved in agriculture, including the development of young entrepreneurs in this sector. The government is expected to seriously create jobs, especially in the agricultural sector, and invite workers who have education and experience in the agricultural sector.

INTRODUCTION

Agriculture is the main focus in economic and social aspects in various countries. Globally, the agricultural sector has a strategic role that is closely related to food security and provides a livelihood for hundreds of millions of people throughout the world. The challenge of food security is a global issue that poses a threat, especially to small farmers in developing countries.

The decline in interest of young farmers is one of the problems facing the agricultural sector today. This problem arises due to declining socio-economic conditions, low levels of education, and limited agricultural land. The younger generation's interest in being involved full or part time in the agricultural sector has decreased significantly (Afista et al., 2021). In Indonesia, many young people prefer to major in other fields, ignoring the importance of the agricultural sector which has a vital role as a driver of the economy.

The agricultural sector is key in economic development, where natural resources support the growth of plants, animals and fish that can be traded and developed into goods or services (Christyanto & Mayulu, 2021; Joenarni et al., 2022). Farmers are irreplaceable human assets, playing an important role in maintaining the sustainability of daily life. Farmers' freedom to interact, learn and follow developments around them is an important element in living their lives.

In Indonesia, the level of technology adoption is still low compared to developed countries, especially when compared to the industrial and service sectors that have adopted advanced technology. Increasing the interest of the younger generation in the agricultural sector requires structured policy design to empower the workforce. Steps such as relevant education and training, easy access to resources, coaching and mentoring by successful entrepreneurs, and the development of networks and collaboration can be key factors in increasing this interest.

Sharpening young people's interest in agricultural entrepreneurship can form a solid foundation for a sustainable agricultural future. This will not only provide sustainable economic opportunities for the younger generation, but also strengthen food security and encourage innovation in the agricultural sector. Therefore, this study aims to analyze factors that can increase the interest of the younger generation in agricultural entrepreneurship and provide recommendations to overcome these challenges.

RESULT AND DISCUSSION

The decreasing interest of young farmers in agriculture is currently a serious problem, triggered by declining socio-economic conditions, low levels of education, and reduced agricultural land area. The younger generation's interest in being involved in the agricultural sector, both as full-time and part-time farmers, has decreased significantly (Afista et al., 2021). The younger generation in Indonesia tends to choose majors in other

fields because they believe that agriculture is synonymous with physical work and poverty.

Other majors are considered more prestigious and promising by today's young people, even though Indonesia has the potential for fertile and vast land that can be utilized to improve the country's welfare. It is important to avoid dependence on rice imports from other countries, and therefore, the role of the younger generation in developing the agricultural sector is very crucial. The activities of young farmers not only influence the standard of living of village communities, but also contribute significantly to the dissemination of information to other farmers.

The agricultural sector has a strategic role in the structure of national economic development, and sustainable agricultural development requires quality human resources and a strong commitment to the development of this sector. The exchange of goods and services in the agricultural sector creates economic growth, making this sector the main pillar in the structure of the Indonesian economy. Entrepreneurship development is a necessity, where creativity and innovation are the foundation for the younger generation to achieve success. Farmers, as the main human resource in the agricultural sector, have great potential to improve community welfare. The use of technology in Indonesia's agricultural sector is still low compared to the industrial and service sectors, which is one of the reasons for the young generation's lack of interest in agriculture.

The young generation and entrepreneurship are often difficult to combine, even though both have the potential to develop businesses from an early age. Entrepreneurship training is an important step, especially for the younger generation with economic limitations who find it difficult to access higher education. The active role of the younger generation in agricultural development in Indonesia is the key to maximizing food production, overcoming employment problems, and achieving sustainable economic growth.

Tabel 1. Perbandingan Jumlah Angkatan kerja Menurut Usia (2008-2017)

Tahun	Jumlah angkatan kerja	Usia 15-34				Usia 35-60+			
		Bekerja		Tidak Bekerja		Bekerja		Tidak Bekerja	
		Jumlah	%	Jumlah	%	Jumlah	%	Jumlah	%
2008	111,477,447	43,984,328	39.46	67,493,119	60.54	58,065,529	2,053,555	3.46	
2009	113,744,408	43,679,711	38.46	70,064,697	61.54	60,805,733	1,701,402	2.72	
2010	115,990,062	45,799,254	39.48	70,190,808	60.52	61,606,328	1,947,157	2.81	
2011	120,425,761	47,267,802	39.25	73,157,959	60.75	64,777,897	2,256,529	3.49	
2012	121,818,813	48,531,047	39.83	73,287,766	60.17	65,935,915	1,546,252	2.29	
2013	123,270,529	48,528,574	39.37	74,741,955	60.63	67,821,038	1,499,084	2.18	
2014	126,318,891	48,300,721	38.24	78,018,170	61.76	69,889,201	1,759,834	2.46	
2015	128,301,588	47,680,572	37.16	80,621,016	62.84	71,586,249	1,466,034	1.96	
2016	127,671,869	46,847,228	36.69	80,824,641	63.31	73,800,469	1,534,570	2.04	
2017	131,544,111	48,585,048	36.94	82,959,063	63.06	75,979,801	1,939,511	2.49	

Sumber: BPS (2018)

Tabel 1 The number of working people in Indonesia apparently exceeds the number of people who do

not work, although this condition is not uniform in every province in Indonesia. However, this gives the impression that labor is available in abundant quantities. From 2008 to 2017, the population increased by an average of 2 million people every year. The younger generation, whose productive age is between 16-30 years, tends to be dominant in the agricultural sector in the age group of 45 years and over (Etika Oktavia et al., 2020). The low capacity to apply technology and the continuation of the family system passed down from generation to generation in the agricultural sector are prominent factors

The millennial generation's lack of interest in being directly involved in the agricultural sector shows that this profession is no longer considered profitable, except for those with low economic status. This causes the younger generation to lose interest in agriculture, the impact of which has a negative impact on the government's goal of making Indonesia a world food provider by 2045. Therefore, it is important to emphasize that the active participation of the younger generation and the implementation of modern agriculture is the main solution to involve them in world of agribusiness.

The key to agricultural success lies in the farmer's ability as the main manager. Each farmer has different characteristics, and his abilities depend on certain factors. There are many factors related to the characteristics of small farmers that enable them to achieve progress in increasing the quantity and quality of their agricultural products (Kusumaningrum, 2019).

Finding business opportunities in the agricultural sector can be done through five main aspects: demand, supply, distribution, price and technology. These aspects can be a guide in assessing the prospects of the agricultural sector. The role of agricultural extension workers is crucial in facilitating the exchange of information between farmers and other agricultural business actors.

Factors that can increase young generation entrepreneurship in the agricultural sector involve several steps, namely:

- Education and Training: The right business education and training program can provide the knowledge and skills needed to manage an agricultural business.
- Access to Resources: Young people need easy access to resources such as land, capital, agricultural technology and market information.
- Coaching and Mentoring: Coaching and mentoring programs by successful entrepreneurs can provide inspiration and guidance to the younger generation who are interested in agricultural entrepreneurship.
- Building Networks and Collaboration: Building networks and collaboration between young people,

educational institutions, government, industry and agricultural communities can provide opportunities to share knowledge, experience and resources.

Efforts to encourage the younger generation to be involved in the agricultural sector, including the development of young agricultural entrepreneurs, require the government to be serious in creating jobs in this sector, by bringing in workers who have special education and experience in the agricultural sector. This is very relevant to the quality of human resources in the agricultural sector, which is the key to successful growth and sustainable development in the agricultural sector.

CONCLUSION AND RECOMMENDATION

The contribution value of the young workforce in the agricultural sector has decreased, indicating that this trend has a negative impact. Efforts have been made to attract the interest of the younger generation to get involved in the agricultural sector, including providing training to young entrepreneurs in the agricultural sector. It is important for the government to seriously try to create employment opportunities, especially in the agricultural sector, and effectively absorb workers who have an educational background and experience in the agricultural sector to contribute to this sector.

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