

Young Generation and Agricultural Entrepreneurship: Building the Future of Sustainable Agriculture

Putri Citra Nur Kayla ¹, Zuhud Rozaki ², Retno Wulandari ³ Ridho Ikbar
Distrianada ⁴

¹²³⁴Department of Agribusiness, Faculty of Agriculture, University Muhammadiyah of Yogyakarta, Yogyakarta, Indonesia, 55183
Email: Putkayla.05@gmail.com¹; zaki@umy.ac.id², retno.wulandari@umy.ac.id³, ridhoikbar1749@gmail.com⁴

ABSTRACT

Young people also play an important role in building local markets, promoting fair trade, and creating business models that support small, sustainable farming. Their involvement in the food supply chain directly strengthens the relationship between producers and consumers. With an innovative spirit and commitment to sustainable agriculture, young people and agricultural entrepreneurship are important pillars in achieving sustainable development goals in the agricultural sector. Investing in and supporting their vision can have a significant positive impact in shaping an environmentally friendly, productive and inclusive agricultural future. Young people involved in agricultural entrepreneurship play a key role in building the future of sustainable agriculture. The combination of innovation, technology, and entrepreneurial spirit of this generation is the main driver of the transformation of the agricultural sector. In the face of challenges such as climate change, limited resources, and increasing global food demand, young people bring fresh ideas and solutions. Agricultural entrepreneurship of this generation includes sustainable approaches, from organic farming practices to the application of smart technologies.

Keywords: Sustainable, Young generation, Entrepreneurship, Agriculture

INTRODUCTION

Agriculture is a strategic sector that has a significant impact on food security and sustainable development. In this context, the role of the younger generation and agricultural entrepreneurship is crucial in shaping the future of sustainable agriculture. This research aims to explore the contribution of the younger generation and agricultural entrepreneurship in an effort to achieve environmentally friendly, productive, and inclusive agriculture.

Modern agriculture is faced with various challenges such as climate change, degradation of natural resources, and increasing global food demand. In this context, the role of the younger generation in facing this challenge becomes very important. Agricultural entrepreneurship promoted by the younger generation has the potential to be a catalyst for positive change in agricultural structures and practices. Nevertheless, there is a need to understand deeply the impacts and obstacles faced by the younger generation in carrying out agricultural entrepreneurship. Therefore, the formulation of the problem in this study is: "How do young people and agricultural entrepreneurship contribute to building the future of sustainable agriculture, and what are the obstacles faced on the way?"

While there has been research on the role of young people in agriculture and agricultural entrepreneurship,

there is still a research gap in the overall understanding of strategies, innovations, and challenges faced by young people in building a sustainable agricultural future. This study aims to identify the role of young people in agricultural entrepreneurship and analyze its impact on sustainable agricultural development. In addition, this study aims to identify obstacles and challenges faced by the younger generation in developing sustainable agricultural businesses.

This article focuses on agricultural entrepreneurship having a key role to play in building a sustainable agricultural future. With innovation, technology, and the spirit of creativity, they can form agricultural systems that are more efficient, environmentally friendly, and able to meet global needs in a sustainable manner.

This study aims to determine the benefits of entrepreneurship education provided to the younger generation who have played a role as farmers as well as those who are interested in becoming farmers. One of the entrepreneurship education programs for farmers seen is a program from the Extension and Human Resource Development Agency.

LITERATURE REVIEW

In recent years, agribusiness players, government and universities have realized the importance of entrepreneurship in agricultural business. McElwee (2006)

states that agriculture must begin to be specialized and diversified selectively based on well-managed market demand. This fact has become an inevitable necessity if farmers want to survive in today's global market. Farmers are required not only to be proficient in the production process, but they must have good management skills in managing their own farms. One example for cost efficiency in farming, for example by means of business collaboration in farmer group institutions, is business management that can be done by farmers seriously (Mukti et al., 2018)

McElwee (2008b) identifies two types of farmers in terms of entrepreneurship. First, farmers as farmers, namely farmers who tend to diversify products that are still limited and still depend on driving factors. Its business strategy is based on cost efficiency and selling price maximization, not yet market-oriented, still product-oriented and doing business on an individualistic basis, not yet working in groups or farming communities. Second, farmers as entrepreneurs, namely farmers who are able to identify and exploit existing and high-value market opportunities by utilizing agricultural resources owned by farmers in a flexible and innovative way. Developing entrepreneurial competence in agriculture means inviting farmers to change from conventional farmers to entrepreneurial farmers through an educational process. (Pujiriyani, 2022)

Environmental attribute transparency is the transparency of information provided about the quality and environmental performance of a product or service. This transparency is very important because it allows consumers to make more informed purchasing decisions. In addition, transparency of environmentally friendly attributes can also encourage environmentally friendly citizen behavior, namely: H. attitudes and actions of individuals who respect and protect the environment. Research shows that transparent green attributes can influence the behavior of green citizens by increasing awareness of environmental issues and increasing consumer confidence in products or services with transparent green attributes. (Amika* & Riorini, 2023).

METHOD

Methods to illustrate the importance of young people in agricultural entrepreneurship can involve several effective approaches. Here are some methods that can be used:

1. Education and Training:

Strengthening agricultural education in schools and colleges, Providing entrepreneurship training to equip young people with business skills.

2. Technological Approach:

Encouraging the application of modern technology in agriculture to increase productivity and efficiency, Integrating technology-based agricultural concepts to make them more attractive to the younger generation.

3. Funding and Support Program:

Providing special funding programs for agricultural startups initiated by the younger generation. Encourage financial institutions to memberikan dukungan finansial kepada para pemuda yang tertarik berwirausaha di bidang pertanian.

4. Promotion and Communication:

Use social media and creative marketing campaigns to promote agricultural entrepreneurship as an exciting career choice. Harnessing the role of successful role models in agriculture to inspire the younger generation.

5. Partnership and Network:

Building a network of partnerships between the younger generation, business actors, and stakeholders in the agricultural industry. Support the formation of groups or associations that facilitate the exchange of ideas and support among young entrepreneurs.

By combining several of these methods, this approach is important to move the agricultural sector in a sustainable and innovative direction. Full support from the government, private sector, and community is key to ensuring that young people are actively involved in developing agricultural potential and supporting the development of the agricultural sector with an inclusive and sustainable approach.

This will greatly benefit traditional farmers who still rely on conventional methods. Dissemination of innovations from agricultural research and studies is an important communication activity that supports the process of dissemination and application of technology in rural social systems. Problems related to the diffusion of agricultural innovation are generally related to the lack of technology adoption. (Societal Societies, 2021)

RESULT AND DISCUSSION

The Agricultural Extension and Human Resources Development Agency (BPPSDMP) of the Ministry of Agriculture of the Republic of Indonesia encourages the younger generation to become entrepreneurs in agriculture. One of the challenges in agriculture is the declining interest of youth or the younger generation for entrepreneurship in the agricultural sector. The agricultural sector is still considered a poor, dirty, muddy, backward and unattractive sector for future certainty¹. The current reality is that most college graduates are oriented to find jobs in urban areas because they are considered more promising for the future,

besides the learning pattern in universities that prepares graduates to work quickly, not create jobs.

Indonesia, which is predicted to get a demographic bonus in 2035, must certainly prepare itself so that in time, Indonesia will really benefit from the demographic bonus, especially in agriculture which will be dominated by young people, so it is hoped that in time it will lift Indonesian agriculture. In pursuing this goal, the Young Agricultural Entrepreneurship Program seeks to target students, as well as fresh graduates aged 20-27 years, who come from Agricultural Colleges and Universities that have majors in agriculture. It is expected that by 2035 they will become the backbone of agricultural development in Indonesia. (Salamah, 2021)

The younger generation has great potential in advancing the agricultural sector through entrepreneurship. They can create business opportunities in the field of production and processing of agricultural products. Examples of these innovations include more efficient livestock business, organic food development, and agricultural processing technology. With an entrepreneurial spirit, they can help solve food supply problems, create jobs, and contribute to rural economic growth. (Khonitan & Utami, 2018)

The results showed that the level of awareness of students was in the "High" category, while the level of pro-ecological behavior of students was in the "Medium" category. This shows that students are already at the stage of awareness where environmentally friendly behavior is important, but the implementation is still moderate, so the awareness conveyed to students is only theoretical and has not been applied in practice. (Sugiarto & Gabriella, 2020)

Table 1. is the result of a comparison of data from 2003 and 2013 on specialization in agricultural entrepreneurship sktor, based on age

Age Group	Agricultural Census 2013	2003 Agricultural Census
Less than 24 years old	11%	9.2%
25 - 30 Years	11%	44.7%
40 -54 years old	41%	0%
55 years old and above	27%	23.2%
Old age (>60 tahun)	0%	13.8%

Factors that encourage farmers to start new business activities, both farming and non-agricultural businesses that can be a source of income for them. In this study, several approaches / perspectives are used to explore the factors that trigger young farmers to start new business activities, namely 1) rural sociology perspective in agricultural entrepreneurship, 2) opportunity perspective in agricultural entrepreneurship and 3) resource perspective in agricultural entrepreneurship. (Mukti et al., 2022)

The peasant class in agrarian transition is dynamically portrayed by its role as part of a class configuration that paves the way towards modernization or the beginning of capitalism. Ideological, political, societal and cultural factors are all determined by economic forces and serve as mechanisms for the ruling class to defend its interests. In this sense, class conflict becomes one of the determinants of historical development, in the sense that class is a variety of mechanisms used by elites to extract economic surplus from the lower classes of society (Moore, 1966). The existence of small peasants as a weak and subordinated class is a real portrait when faced with elite groups or landlords. The transformation of these forms of peasant subordination into a necessity in an unequal agrarian relation. In agrarian theory, the terms 'agrarian transformation' and 'agrarian transition' refer to the process of societal change triggered by agrarian change. The main episode in the history of advanced capitalist states was the attempt to solve the agrarian problems. (Pujiriyani, 2022). The surrounding farmland landscape creates a pleasant and natural atmosphere and highlights how important it is to

implement sustainable agriculture education. This learning process reflects a commitment to education and innovation in agriculture that is essential to enhance progress in the agricultural sector and achieve sustainable use of natural resources. (Regards, 2021) In 2020, the total harvested area of paddy and paddy paddy in East Sumba Regency was 21,614 hectares (ha), down 14.41% of the harvested area compared to 2019. Production also fell. amounted to 38.72% or 61,837 tons compared to rice production in 2019 which was equivalent to 100,912 tonnen. (Adji & Saragih, 2023)

CONCLUSION AND RECOMMENDATION

A career as a farmer, for some people is considered unpromising and synonymous with poverty. Farmers in Indonesia are still mostly production-oriented, so they are always in a position to accept prices, not price determinants. Generally, farmers still consider their business as a routine to meet their needs, So they often don't think about developing their business. But this is also not entirely the fault of farmers, because farmers with all their limitations are certainly difficult to develop their business. The transformation of farmers into entrepreneurs seems to be an unavoidable demand if they want to stay in business. Of course, the development of entrepreneurial competence and business management in farmers is not an easy task to carry out. stated that farmer business development is difficult because of the scale of small businesses, lack of capital, limited market access, low bargaining position, low business management ability, farmer age of more than 40 years and lack of entrepreneurial spirit. The development of entrepreneurial competence is difficult when applied to farmers with the above criteria, because these limitations make farmers not yet "courageous" to change to develop. The development of entrepreneurial competence can be directed to young farmers, educated farmers who still have a great spirit to develop. Young farmers who come from university graduates become very potential because generally they have the courage to take risks, are able to recognize their strengths or potentials, are always oriented to processes and results, adaptive to change, always innovate for the progress of their business, willing to network and collaborate positively with other parties so that all parties can develop and succeed together, Always build a business network (silaturahmi) with partners and stakeholders related to their business. The development of entrepreneurial competence in the younger generation is expected to have farmers who have a strong entrepreneurial spirit so that they can strengthen overall agricultural development. describe the generational motivation of (1) The younger generation to study agriculture, (2) to understand the factors that influence the motivation of young farmers to learn agriculture. The research methods used are quantitative and descriptive. Data collection is done through observation, interviews and documentation. (Khonitan & Utami, 2018)

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