The Influence of Youth Perceptions in Prambatan Village on Interest in Business in the Agricultural Sector Using Structural Equation Modeling (SEM) Methods

Tri Hardina¹*; Tri Wahyu Nugroho²; Hery Toiba³
¹Brawijaya University, Indonesia
²Brawijaya University, Indonesia
³Brawijaya University, Indonesia
*Corresponding author, email: trihardina984@gmail.com

ARTICLE INFO
Keywords: Farmers, Youth Perception, Doing Business, Agricultural Sector, SEM

ABSTRACT
Youth tend not to be interested in the agricultural sector. This study aimed to determine the perceptions that influence the interest of rural youth in the agricultural sector. This research was conducted using a quantitative approach and was conducted in Prambatan Village, Balen Sub-district, Bojonegoro Regency. The determination of informants was carried out using random sampling method and 70 youth in Prambatan Village were obtained as informants. Data analysis was conducted using the Structural Equation Modeling (SEM) method. The result was that there were three perceptions that significantly influence the interest of youth in Prambatan Village to do business in the agricultural sector, namely social perceptions (X2), psychology (X3), and convenience (X4). Meanwhile, economic perceptions (X1) and benefits (X5) had T statistics less than 1.96 and P values greater than 0.05. So for X1 and X5, Ho was accepted and H1 was rejected so that it was stated that it had no effect.

INTRODUCTION
Indonesia is the largest archipelago in the world with abundant natural resources, with vast and fertile land and a tropical climate suitable for agriculture, making it the largest agricultural country in the world. Most of the population works in the agricultural sector, especially rice farming. This sector is important in national economic development because it is a source of livelihood and income for rural communities, a source of food and food security, labour, and raw materials for other industries, as well as a foreign exchange earner at the regional and state levels (Sutrisma et al., 2022). Agricultural productivity is influenced by human resources from agriculture to industry. However, agricultural development faces challenges such as the conversion of agricultural land into industrial or residential land, as well as the relatively old age of farmers, which hinders the increase
in productivity and quality of agricultural products. According to Anwas in Nita D (2020), farmers are people who make a living from growing crops or raising livestock without destroying nature, and they play an important role in the nation’s development as food providers. However, few young people are interested in working in this field, resulting in a youth crisis. Nurturing the interest of the younger generation in agriculture is crucial for the sustainability of agriculture in the future.

The Central Statistics Agency (BPS) recorded that the number of farmers reached 33.4 million in 2019. Of these, only 8%, or 2.7 million people, are young farmers in Indonesia aged between 20 and 39 years old. Around 30.4 million people are over 40 years old, with the majority approaching 50-60 years old. This situation is exacerbated by the declining number of regenerative young farmers. Based on the same data, the number of young farmers decreased by 415,789 people from 2017 to 2018.

According to data from the Central Bureau of Statistics (2018), the agricultural sector absorbed 38,700,530 people (30.46%) of the national labour force in 2018, based on the main employment of the population aged 15 years and over. In 2011, the number of workers in the agricultural sector was 42,456,452 people (37.89%). The increasing average age of farmers, the shift to non-agricultural work, and the disinterest of the younger generation in rural areas to become farmers lead to a lack of regeneration of young farmers, which can threaten agricultural recovery and food security (Wahyuni & Ridwan, 2023). The younger generation perceives farming as unprofitable, poor, low social status, dirty, and undignified, so they are not interested in agriculture (Erliaristi et al., 2022).

The reluctance of the younger generation to work in the agricultural sector is caused by several factors: small land area, lack of social prestige, mismatch between education and rural employment opportunities, perceived high risk, low wages, lack of development of non-agricultural businesses, low farm succession, lack of incentives for young farmers, limited access to financing and extension, and inadequate infrastructure (Arvianti et al., 2019). Many agricultural workers are moving to other fields because farm work is considered unattractive and prestigious (Sophan et al., 2022). Agricultural innovation is urgently needed to improve farmers' productivity and welfare, as well as food security, which can also increase the younger generation's interest in the agricultural sector (Ningtyas & Santosa, 2019).

Bojonegoro Regency, part of East Java Province, has an area of 230,706 hectares and a population of 1,176,386. The topography includes lowlands along the Bengawan Solo River and highlands in the Gunung Pandan, Kramat, and Gajah areas (Source: https://jatim.bpk.go.id/kabupaten-bojonegoro/). The number of farmers in Bojonegoro Regency is 193,492, but there are very few young farmers. According to Helmy Elisabeth from Disperta Bojonegoro, the younger generation prefers factory work to farming because they are reluctant to work in dirty conditions such as rice fields (Source: https://suarabanyuurip.com/2020/10/07/jumlah-petani-muda-minim-disperta-kembangkan-teknologi-pertanian/).

Prambatan Village in Balen Sub-district, Bojonegoro Regency, has an area of
197,297 hectares and a population of ±2147 people. Although most of its residents work as rice farmers, the majority of farmers are old (Source: Village Government). Based on data from the SAE 1 and SAE 2 Farmer Groups in Prambatan Village, the number of people in Prambatan Village who work as farmers is approximately 14% of the total population. The majority of farmers in Prambatan Village are between 51 years and 60 years old. To boost the economy of the agricultural sector, entrepreneurs are needed who can create new innovations, attract youth interest, and overcome the threat of a food crisis. This study aims to determine the perceptions that influence the interest of rural youth in the agricultural sector.

CONCEPTUAL/THEORETICAL

SEM is a statistical technique that is able to analyse the pattern of relationships between latent constructs and their indicators, latent constructs with each other, and measurement error directly. SEM allows analysis between several dependent and independent variables directly Aulele et al. (2018). The reasons underlying the use of SEM are

1. SEM has the ability to estimate the relationship between variables that are multiple relationships. This relationship is formed in a structural model (the relationship between dependent and independent constructs).
2. SEM has the ability to describe the pattern of relationships between latent constructs and manifest variables or indicator variables.

Mathematical Equations in SEM

1. Structural model equation
   \[ \varepsilon_1 = \gamma_{11}\xi_1 + \delta_1 \]

2. Exogenous variable measurement model equation
   \[ \begin{align*}
   \varepsilon_2 &= \gamma_{22}\xi_2 + \delta_2 \\
   \varepsilon_3 &= \beta_{31}\xi_1 + \beta_{32}\xi_2 + \delta_3
   \end{align*} \]

3. Endogenous variable measurement model equation
   \[ \begin{align*}
   Y_1 &= \lambda_{13}\varepsilon_1 + \varepsilon_1 \\
   Y_2 &= \lambda_{23}\varepsilon_1 + \varepsilon_2 \\
   Y_3 &= \lambda_{33}\varepsilon_1 + \varepsilon_3
   \end{align*} \]

Description:
- \( \varepsilon \): endogenous latent variable
- \( \xi \): exogenous latent variable
- \( \gamma \): coefficient of influence of exogenous variables on endogenous variables
- \( \beta \): coefficient of influence of endogenous variables on endogenous variables
- \( \delta \): measurement error on manifest variables for exogenous latent variables
- \( \varepsilon \): measurement error on manifest variables for endogenous latent variables
- \( \lambda \): factor loading

METHODOLOGY

The research was conducted using a quantitative approach. The determination of the research location was carried out with non probability or purposively, namely in Prambatan Village, Balen Sub-district, Bojonegoro Regency. The selection of the research location was based on the consideration that the location has a large agricultural land and has a relatively large number of youth. The sampling method used was Simple Random Sampling (random sampling). The population in this study were youth in Prambatan Village, Balen Sub-district, Bojonegoro Regency, aged 15-25 years, totalling 299 youth. The informants were 70 young people in Prambatan Village.

The variables in this study are as follows:
X1 = economic perception  
X2 = social perception  
X3 = psychological perception  
X4 = perceived convenience  
X5 = perceived benefits  
Y1 = youth interest  

The above variables are then parsed according to the indicators to be measured, namely as follows:

- Economic perception variable ($X_1$) with indicators:
  - $X_{1.1}$ = sense of attraction due to capital
  - $X_{1.2}$ = sense of attraction due to fulfilment of needs
  - $X_{1.3}$ = sense of attraction due to low risk
  - $X_{1.4}$ = agricultural potential

- Social perception variable ($X_2$) with indicators:
  - $X_{2.1}$ = a sense of attraction due to parents' occupation
  - $X_{2.2}$ = people's views
  - $X_{2.3}$ = agricultural technology
  - $X_{2.4}$ = youth engagement
  - $X_{2.5}$ = farmer welfare

- Psychology perception variable ($X_3$) with indicators:
  - $X_{3.1}$ = ease of doing business
  - $X_{3.2}$ = family support
  - $X_{3.3}$ = land ownership
  - $X_{3.4}$ = a sense of comfort
  - $X_{3.5}$ = benefits for the body

- Variable perceived convenience ($X_4$) with indicators:
  - $X_{4.1}$ = working hours
  - $X_{4.2}$ = business process
  - $X_{4.3}$ = not necessarily educated

- Variable perception of benefits ($X_5$) with indicators:
  - $X_{5.1}$ = employment
  - $X_{5.2}$ = source of income
  - $X_{5.3}$ = poverty

- Youth interest variable ($Y_1$) with indicators:
  - $Y_{1.1}$ = a sense of interest in work
  - $Y_{1.2}$ = a sense of interest in doing business
  - $Y_{1.3}$ = profit

The data analysis technique uses Structural Equation Models (SEM). SEM analysis is a type of multivariate analysis in the scope of social science. SEM-PLS is a type of SEM analysis that has exploratory purposes that are used to find patterns from data that have limitations or even no theory that explains the relationship between the variables to be studied (Sholihin & Ratmono, 2020).

RESULTS AND DISCUSSION

Model Evaluation

To determine the perceptions of youth in Prambatan Village towards youth interest in the agricultural sector in this study, data analysis was carried out using the Partial Least Square (PLS) approach using smartPLS 4.0 software. Partial Least Square (PLS) is a structural equation model (SEM) based on variance components. PLS does not require certain distribution assumptions for parameter estimation, so parametric techniques for evaluating significance are not needed (Chin 1998 in Ghozali & Latan, 1998). Ghozali & Latan, 2015). Model evaluation in PLS is done through outer model and inner model assessment.

1) Outer Model Test

The outer model test is carried out to assess the validity and reliability of the model. The validity test is carried out to determine the ability of the research instrument to measure what should be measured, while reliability refers to the consistency of the results obtained from the instrument. There are several ways used to be able to assess the outer model in data processing.
using SmartPLS, namely convergent validity, discriminant validity, and reliability test. Validity in the outer model can be divided into two types, namely convergent validity and discriminant validity, further explained by the researcher below:

a) Convergent Validity

Convergent validity means that a set of indicators represents one latent variable and underlies the latent variable. The convergent validity test is fulfilled if the scores obtained with two different instruments measuring the same concept show a high correlation. The measure of individual reflection with the measured construct can be said to be high if it correlates more than 0.70 (Ghozali & Latan, 2015). The results of data processing using SmartPLS can be seen in the following table:

<table>
<thead>
<tr>
<th>Var</th>
<th>Emotional Prospective</th>
<th>Social Prospective</th>
<th>Perception Package</th>
<th>Perceived Ease</th>
<th>Convergent / Discriminant</th>
<th>Tenure Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.744</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.738</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.738</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.1</td>
<td>0.721</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.705</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.690</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.721</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.5</td>
<td>0.705</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.6</td>
<td>0.690</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.715</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
</tbody>
</table>

Table 1. Convergent validity test results

Source: Primary data processed by researchers, 2024

Based on this table, it can be seen that all loading factors have values above 0.70. Thus, the constructs for all variables are not eliminated from the model. Thus, all constructs are said to be valid and meet the validity with a loading factor above 0.70. Furthermore, convergent validity (Convergent Validity), according to (Ghozali & Latan, 2015) Convergent Validity aims to see the correlation between the indicators used in a construct. A study is said to have met the requirements of convergent validity if the indicators used in a construct are correlated and all outer loading of these indicators must be statistically significant to ensure model feasibility, and the standard used for outer loading is 0.7. (Ghozali & Latan, 2015). It can be seen from the table above that the overall loading factor value has a value of> 0.7, which indicates that all indicators have met the requirements of convergent validity and overall it can be stated that the research data is valid.

b) Discriminant Validity

Discriminant validity is testing that the measuring instrument, precisely measures the construct being measured, not other constructs. Instrument validity in addition to being determined based on convergent validity is also
determined by discriminant validity. For testing discriminant validity, it can be seen from the cross loading value and the root of the Average Variance Extracted (AVE) construct (Ghozali, 2008). Researchers use the AVE parameter in determining discriminant validity. The criteria for a valid AVE value is above 0.5, here are the results:

Table 2. The results of measuring the Average Variance Extracted (AVE) parameter

<table>
<thead>
<tr>
<th>Construct</th>
<th>Average Variance Extracted (AVE)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.645</td>
<td>Valid</td>
</tr>
<tr>
<td>X2</td>
<td>0.648</td>
<td>Valid</td>
</tr>
<tr>
<td>X3</td>
<td>0.684</td>
<td>Valid</td>
</tr>
<tr>
<td>X4</td>
<td>0.703</td>
<td>Valid</td>
</tr>
<tr>
<td>X5</td>
<td>0.602</td>
<td>Valid</td>
</tr>
<tr>
<td>Y1</td>
<td>0.799</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Primary data processed by researchers, 2024

The AVE parameter results show that the value of all constructs exceeds 0.5, which means that each construct can be said to be valid. For this reason, it can be said that all variables used in this study are declared valid.

c) Reliability Test

The instrument reliability test is carried out to determine the consistency of the regularity of the measurement results of an instrument even though it is carried out at different times, locations, and populations. Construct reliability is measured by two different criteria, namely composite reliability and Cronbach's Alpha (internal consistency reliability). A construct is declared reliable if the value of composite reliability is more than 0.7 and the Cronbach's Alpha value is more than 0.6. The results of the reliability test calculation on composite reliability and Cronbach's Alpha are shown in the table below.

Table 3. Reliability measurement results with Cronbach's Alpha and Composite Reliability

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability (rho_c)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.821</td>
<td>0.878</td>
<td>Reliable</td>
</tr>
<tr>
<td>X2</td>
<td>0.730</td>
<td>0.846</td>
<td>Reliable</td>
</tr>
<tr>
<td>X3</td>
<td>0.845</td>
<td>0.896</td>
<td>Reliable</td>
</tr>
<tr>
<td>X4</td>
<td>0.894</td>
<td>0.922</td>
<td>Reliable</td>
</tr>
<tr>
<td>X5</td>
<td>0.835</td>
<td>0.883</td>
<td>Reliable</td>
</tr>
<tr>
<td>Y1</td>
<td>0.873</td>
<td>0.922</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Primary data processed by researchers, 2024

The results of measuring Composite Reliability and Cronbach's Alpha in the table above show that all variables for Composite Reliability have values above 0.70 and all variables for Cronbach's Alpha have values above 0.70. Thus, these results can be declared valid and have a fairly high reliability.

2) Inner Model Test

The structural model (Inner Model) defines the relationship between latent constructs by looking at the results of the parameter coefficient estimate and its significance level (Ghozali, 2011). The inner model can be measured by calculating the R-square for the dependent construct, effect size and significance of the structural path parameter coefficients.

a) Parameter R-square

There are three categories in grouping R-square values. If the R-square value is 0.75, it is in the strong category; for an R-square value of 0.50, it is in the moderate category and 0.25 is in the weak category (Hair et al, 2010). The R-square value of the dependent variable obtained in this research model can be seen in the table below.

Table 4. R-square Measurement Results
The R-square value of the interest variable (Y) is 0.442, this indicates that the economic, social, psychological, convenience, and benefit perception variables are able to explain the interest variable by 44.2%. So it can be concluded that the model is considered weak.

b) Parameter effect size

There are three categories in grouping effect size values, namely 0.35 (strong), 0.15 (moderate), and 0.02 (weak) (Hamis & Anwar, 2019). In the results of data processing using SmartPLS 4.0, the effect size parameter seen in the $R^2$ value can be seen in the table below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Effect Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>-0.014</td>
</tr>
<tr>
<td>X2</td>
<td>0.312</td>
</tr>
<tr>
<td>X3</td>
<td>0.036</td>
</tr>
<tr>
<td>X4</td>
<td>0.190</td>
</tr>
<tr>
<td>X5</td>
<td>0.394</td>
</tr>
<tr>
<td>Y1</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data processed by researchers, 2024

Based on the table above, it can be explained that: (1) The effect size value of -0.014 indicates that variable X1 has a very small and negative influence on variable Y1. This effect is considered insignificant because the value is very close to zero. (2) The effect size value of 0.312 indicates that variable X2 has a moderate influence on variable Y1. According to Cohen's criteria, this value is in the medium effect category (0.2 < d ≤ 0.5). (3) The effect size value of 0.036 indicates that variable X3 has a very small influence on variable Y1. This effect can also be considered insignificant because the value is very close to zero. (4) The effect size value of 0.190 indicates that variable X4 has a small effect on variable Y1. This value is close to the lower limit of the medium effect category, but is still in the small effect category (0 < d ≤ 0.2). (5) The effect size value of 0.394 indicates that variable X5 has a moderate effect on variable Y1. This value is in the medium effect category according to Cohen's criteria (Nusantari et al., 2019).

Overall, from this table it can be concluded that variables X2 and X5 have a more significant influence on variable Y1 compared to other variables. Variables X1 and X3 have a very small effect and can be considered insignificant, while variable X4 has a small effect.

Hypothesis Testing

After ensuring that the measures used in this study are valid and reliable, the next step is to test the hypothesis of the selected research model. In this study, SEM was used to analyse the interconnected relationship model between endogenous and exogenous variables of the research model. Testing the hypothesis can be seen through the T-Statistic value and the probability value. For hypothesis testing using statistical values, for alpha 5% the T-Statistic value used is 1.96. So that the criteria for acceptance or rejection of the hypothesis is Ha accepted and H0 rejected if the T-Statistic > 1.96. To reject / accept the hypothesis using probability, Ha is accepted if the P Values value <0.05. Hypotheses in SmartPLS can be known from the results of running data in
SmartPLS on the bootstrapping menu, the following researchers present the results in the table below.

Table 6. Bootstrapping Measurement Results

<table>
<thead>
<tr>
<th>Perception Variables</th>
<th>T Statistics</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic perceptions (X1) on youth interest (Y)</td>
<td>0.125</td>
<td>0.900</td>
</tr>
<tr>
<td>Social perception (X2) on youth interest (Y)</td>
<td>2.840</td>
<td>0.005</td>
</tr>
<tr>
<td>Perception of psychology (X3) on youth interest (Y)</td>
<td>2.105</td>
<td>0.035</td>
</tr>
<tr>
<td>Perceived convenience (X4) on youth interest (Y)</td>
<td>2.580</td>
<td>0.010</td>
</tr>
<tr>
<td>Perceived benefits (X5) to youth interest (Y)</td>
<td>0.251</td>
<td>0.802</td>
</tr>
</tbody>
</table>

Source: Primary data processed by researchers, 2024

From the test results presented in the table above, it can be seen that there are three perceptions that significantly influence the interest of youth in Prambatan Village to do business in the agricultural sector, namely social perceptions (X2), psychology (X3), and convenience (X4). This is evidenced by the T statistics values of the three variables having values of 2.840; 2.105; and 2.580 respectively, thus these values fulfil the value requirement of >1.96. As well as the P values shown by these variables are smaller than 0.05, namely 0.005; 0.035 and 0.010. This value is the reason that H0 is rejected and H1 is accepted so that it can be stated that the three variables affect the interest of youth in Prambatan Village to do business in agriculture. Meanwhile, economic perceptions (X1) and benefits (X5) have T statistics less than 1.96 and P values greater than 0.05. Hence, for X1 and X5, H0 is accepted and H1 is rejected and thus declared to have no effect.

The following are the results of the interpretation and discussion of each of the perception variables that influence the interest of the youth of Prambatan Village to do business in the agricultural sector:

1) The Effect of Economic Perceptions (X1) on the Interest of the Youth of Prambatan Village to Do Business in the Agricultural Sector (Y)

Data processing carried out with SmartPLS 4.0 shows the results that economic perceptions (X1) have no effect on the interest of Prambatan Village youth to do business in the agricultural sector. Indicators in economic perceptions, namely a sense of interest because of capital (X1.1); a sense of interest because of fulfilment of needs (X1.2); a sense of interest because of low risk (X1.3); and agricultural potential (X1.4) overall have no effect on the interest of young people in Prambatan Village to do business in the agricultural sector. This can be seen through the T statistics value of 0.125 which is less than 1.96 and the P value of 0.900 which is more than 0.05, which shows the results of hypothesis testing that economic perceptions do not influence the youth of Prambatan Village to have a good perception of doing business in the agricultural sector. The youth of Prambatan Village think that working in the agricultural sector cannot fulfil their needs. They also think that farming requires a lot of capital and has high risks, such as being attacked by pests or flooding, so that youth are less interested in doing business in the agricultural sector.

Previous research on the influence of economic perceptions on youth interest in the agricultural sector has also been conducted by many researchers in Indonesia. One of the relevant studies was conducted by
Mualim Muslim, who discussed the influence of perceptions about the socioeconomic status and environment of farmers on interest in rice farming among rural youth. The study found that youth perceptions of the socioeconomic status of farmers greatly influenced their interest in entering the agricultural sector. Youth who have positive perceptions of farmers' socioeconomic status tend to be more interested in doing business in the agricultural sector compared to those who have negative perceptions. (Muslim, 2017).

Other research that supports these findings is a study conducted by Chusnul and Ummah (2017) which analysed youth perceptions of integrated farming systems in Nglanggeran Village, Patuk Sub-district, Gunungkidul Regency. The results showed that youth perceptions of the income generated from farming greatly influenced their interest in continuing their parents' work as farmers. Youth who see farming as a viable and stable source of income are more likely to be interested in the sector (Suseno et al., 2015). (Suseno et al., 2021).

2) The influence of social perceptions (X2) on the interest of young people in Prambatan Village to do business in the agricultural sector (Y)

Data processing conducted with SmartPLS 4.0 shows the results that social perceptions (X2) can influence the interest of the youth of Prambatan Village to have a good perception of doing business in the agricultural sector. Indicators on social perceptions, namely a sense of interest because of parents' work (X2.1); people's views (X2.2); agricultural technology (X2.3); youth involvement (X2.4); and farmer welfare (X2.5) can overall influence the interest of youth in Prambatan Village to try in the agricultural sector as indicated by the T-statistics value of 2.840 which is greater than 1.96 and the P-value of 0.005 which is less than 0.05, which means that these two values have met the conditions for H1 to be accepted, which means that social perceptions affect youth interest in trying in the agricultural sector. The population of Prambatan Village is mostly farmers, so young people who come from farming families have a great opportunity to learn the agricultural sector from their families.

One such study titled "Strategy for Transforming Indonesian Agriculture" discusses how the agricultural sector in Indonesia can achieve multiple development goals, including food security, job creation, environmental sustainability, and poverty and malnutrition reduction. The research highlights that social perceptions of the farming profession and the agricultural sector in general strongly influence youth interest in engaging in the sector. Negative perceptions of the farming profession, which is often perceived as a job with low social status and unstable income, is one of the main barriers for youth to venture into the agricultural sector. This research also shows that to attract youth, it is necessary to change social perceptions through various strategies, including improving the image of the farming profession, providing relevant training and education, and improving access to technology and markets. Thus, youth may see the agricultural sector as a
promising field with good career prospects. (Otsuka, 2021).

In addition, another relevant previous study is "The social impacts of products: a review" which discusses the social impacts of various products and technologies, including in the context of agriculture. The study emphasises that innovative agricultural technologies can improve social perceptions of the agricultural sector by showing that modern agriculture can be a sophisticated and high-tech field. This can attract youth who are interested in technology and innovation to endeavour in the agricultural sector. (Rainock et al., 2018).

3) The influence of perceived psychology (X3) on the interest of young people in Prambatan Village to do business in the agricultural sector (Y)

Data processing carried out with SmartPLS 4.0 shows the results that psychological perceptions (X3) can influence the interest of young people in Prambatan Village to have a good perception of doing business in the agricultural sector. Indicators on psychological perceptions, namely ease of business (X3.1); family support (X3.2); land ownership (X3.3); a sense of comfort (X3.4); benefits for the body (X3.5) as a whole can affect the interest of youth in Prambatan Village to try in the agricultural sector as indicated by the T-statistics value of 2.105 which is greater than 1.96 and a P-value of 0.035 which is less than 0.05 which means that these two values have met the conditions for H1 to be accepted, which means that psychological perceptions affect youth interest in trying in the agricultural sector. Because working hours and the absence of pressure at work and working in the agricultural sector can increase the body's immunity, there is a growing motivation for youth to enter the agricultural sector.

One study titled "The role of subjective norms in forming the intention to purchase green food" discusses how subjective norms influence an individual's intention to perform certain behaviours, including in the context of agriculture. Subjective norms reflect an individual's perception of social pressure to perform or not perform a behaviour. In this context, psychological perceptions of how others see the farming profession can influence youth interest in entering the agricultural sector. This research shows that subjective norms, which include expectations from important groups such as family and friends, have a significant influence on an individual's intention to engage in agriculture. If youth feel that the farming profession is valued and supported by their social environment, they are more likely to be interested in the sector. Conversely, if the farming profession is undervalued or not valued, youths' interest in engaging in agriculture will decrease. (Ham et al., 2015).

4) The Effect of Perceived Ease (X4) on the Interest of Prambatan Village Youth in the Agricultural Sector (Y)

Data processing carried out with SmartPLS 4.0 shows the results that perceived convenience (X4) can influence the interest of young people in Prambatan Village to have a good perception of doing business in the agricultural sector. Indicators on perceived convenience, namely working hours (X4.1); business process (X4.2);
and not having to be educated (X4.3) as a whole can affect the interest of youth in Prambatan Village to try in the agricultural sector as indicated by the T-statistics value of 2.580 which is greater than 1.96 and the P-value of 0.010 which is less than 0.05 which means that these two values have met the conditions for H1 to be accepted, which means that perceived convenience affects youth interest in trying in the agricultural sector. Working hours in agricultural businesses that are not binding and do not have to be highly educated make young people interested in entering the agricultural sector.

One of the relevant previous studies was conducted by Muhammad Nabil Fauzi and Khairunnisa Rangkuti, published in the journal "Gabbah". This study aims to examine the influence of perceptions and interests of young farmers towards working in the agricultural sector in Langsa City. The results showed that the perception of ease of accessing agricultural resources and technology had a significant effect on youth interest in working in this sector. Youth who feel that the agricultural sector is easily accessible and does not require large capital tend to be more interested in entering into it. This study used multiple linear regression method with the help of SPSS 21 to analyse the data collected from 50 farmer youth respondents in each sub-district in Langsa City. The results of the analysis show that positive perceptions of easy access to resources, such as land, technology and information, increase youth interest in doing business in the agricultural sector. In addition, the perception that working in the agricultural sector can provide economic security in the future is also a significant driving factor. (Fauzi & Rangkuti, 2023; Ham et al., 2015).

5) The Effect of Perceived Benefits (X5) on the Interest of Prambatan Village Youth in the Agricultural Sector (Y)

Data processing carried out with SmartPLS 4.0 shows the results that perceived benefits (X5) have no effect on the interest of young people in Prambatan Village to do business in the agricultural sector. Indicators on perceived benefits are employment opportunities (X5.1); source of income (X5.2); and poverty (X5.3) overall have no effect on the interest of young people in Prambatan Village to do business in the agricultural sector. This can be seen through the T-statistics value of 0.251 which is less than 1.96 and the P-value of 0.802 which is more than 0.05 which shows the results of hypothesis testing that perceived benefits do not influence the youth of Prambatan Village to have a good perception of doing business in the agricultural sector. Most of the youth in Prambatan Village do not think that the agricultural sector can provide many benefits because the results obtained are considered insufficient to meet their daily needs.

Previous research has addressed the challenges of farmer regeneration in Indonesia and found that perceived benefits to youth, such as access to modern agricultural technology and support from the government, positively influence their interest in farming. Young people who feel that they can utilise technology and receive adequate support are more likely to be attracted to the agricultural sector. (Saleh et al., 2021).
Another previous study found that youth perceptions of employment in the agricultural sector in Timpag Village were negative overall. However, this study also showed that perceived benefits, such as income stability and support from family, can influence youth interest in engaging in the agricultural sector. Youth who see direct benefits from agricultural work are more likely to be interested in continuing the family farming business (Tana et al., 2020). (Tana et al., 2020).

POLICY IMPLICATIONS AND RECOMMENDATIONS

The government needs to make policies to attract the younger generation to work in the agricultural sector, including (a) changing the perception of the younger generation that the agricultural sector is an attractive and promising sector if managed diligently and seriously; (b) technological innovation; (c) development of modern agriculture; (d) training and empowerment of young farmers; and (e) introducing agriculture to the younger generation from an early age.

CONCLUSION

There are three perceptions that significantly influence the interest of youth in Prambatan Village to do business in the agricultural sector, namely social perceptions (X2), psychology (X3), and convenience (X4). Meanwhile, economic perceptions (X1) and benefits (X5) have T statistics less than 1.96 and P values greater than 0.05. So for X1 and X5, Ho is accepted and H1 is rejected so that it is stated that it has no effect.

REFERENCES


https://jatim.bpk.go.id/kabupaten-bojonegoro/.


Koesrin, D. A. Analisis Faktor-Faktor Yang Mempengaruhi Minat Generasi Muda di Sektor Pertanian Tangerang Banten (Bachelor’s thesis, Fakultas Sains dan Teknologi UIN Syarif Hidayatullah Jakarta).


Rahman, Abd., dkk. (2022). PENGERTIAN PENDIDIKAN, ILMU PENDIDIKAN DAN UNSUR-UNSUR PENDIDIKAN.
Jurnal Universitas Muhammadiyah Makassar.


Widayanti, S., Ratnasari, S., Mubarokah, M., & Atasa, D. (2021). Faktor Yang Mempengaruhi Minat Generasi Milineal Untuk Melanjutkan Usahatani Keluarga Di Kecamatan Mejayan, Kabupaten...
