

ABSTRAK

MINAT GENERASI MUDA TERHADAP PEKERJAAN DI SEKTOR PERTANIAN DI DESA LUGUSARI KECAMATAN PAGELARAN KABUPATEN PRINGSEWU

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Jumlah generasi muda untuk terjun ke sektor pertanian tergolong rendah, banyak dari pemuda lebih tertarik pada pekerjaan di luar sektor pertanian. Penelitian ini bertujuan mengetahui minat generasi muda terhadap pekerjaan di sektor pertanian, dan mengetahui hubungan antara faktor-faktor yang berhubungan minat generasi muda terhadap pekerjaan di sektor pertanian. Pendekatan kuantitatif diterapkan dalam penelitian yang berlokasi di Desa Lugusari, Kecamatan Pagelaran, Kabupaten Pringsewu. Populasi penelitian berjumlah 476 pemuda di Desa Lugusari dengan responden penelitian berjumlah 62 orang. Analisis deskriptif dan uji korelasi Rank Spearman digunakan untuk menganalisis data. Hasilnya menunjukkan bahwa minat generasi muda terhadap pertanian di Desa Lugusari, yaitu kategori berminat sebanyak 51,92%, dan sangat berminat dengan jumlah 48.08 %. Hal ini membuktikan bahwa minat pemuda di Desa Lugusari dalam kategori sedang, karena ketertarikan dan perasaan senang pemuda pada sektor pertanian sudah baik dan penghasilan di bidang pertanian yang cukup tinggi sehingga minat pemuda di Desa Lugusari berminat melakukan kegiatan pekerjaan di sektor pertanian. Faktor yang berhubungan dengan minat generasi muda terhadap sektor pertanian seperti tingkat kosmopolitan, penggunaan media sosial, dukungan keluarga, dan pengaruh teman terbukti memiliki hubungan dengan minat generasi muda terhadap pekerjaan di sektor pertanian.

Kata kunci: Generasi Muda, Minat, Pertanian

ABSTRAK

INTEREST OF YOUNG GENERATIONS IN AGRICULTURAL WORK IN LUGUSARI VILLAGE, PAGELARAN SUB-DISTRICT, PRINGSEWU DISTRICT

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The number of young people entering the agricultural sector is relatively low, many young people are more interested in jobs outside the agricultural sector. This study aims to determine the interest of the young generation in jobs in the agricultural sector, and to determine the relationship between factors related to the interest of the young generation in jobs in the agricultural sector. A quantitative approach was applied in the study located in Lugusari Village, Pagelaran District, Pringsewu Regency. The study population was 476 young people in Lugusari Village with 62 research respondents. Descriptive analysis and Spearman Rank correlation test were used to analyze the data. The results showed that the interest of the young generation in agriculture in Lugusari Village, namely the interested category of 51.92%, and very interested with the number of 48.08%. This proves that the interest of young people in Lugusari Village is in the moderate category, because the interest and feelings of pleasure of young people in the agricultural sector are good and the income in the agricultural sector is quite high so that the interest of young people in Lugusari Village is interested in carrying out work activities in the agricultural sector. Factors related to the interest of the younger generation in the agricultural sector such as the level of cosmopolitanism, use of social media, family support, and the influence of friends have been shown to have a relationship with the interest of the younger generation in work in the agricultural sector.

Keywords: Agriculture, Interest, Young Generation