

STUDY ON THE AGRICULTURAL ENTREPRENEURSHIP BEHAVIOR OF RURAL YOUNG GENERATION INTERVENED BY YOUTH ENTREPRENEUR AND EMPLOYMENT SUPPORT SERVICES IN SOUTH KALIMANTAN

ABSTRACT

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The limited younger generation who are interested in becoming farmers is a significant problem in the agricultural sector in Indonesia. The existence of farmers is the main subject who will run agricultural businesses. If there are no farmers, then the presence of natural resources and another potential will be in vain. With young farmers as successors to old farmers, it is undoubtedly necessary for the process of regeneration of farmers. Through the Ministry of Agriculture, in collaboration with the International Fund for Agriculture Development (IFAD), the Indonesian government has collaborated to carry out a project related to efforts to regenerate farmers in Indonesia. This study was to know the behavior of rural youth in the intervention of the Youth Entrepreneur And Employment Support Services (YESS) Program in entrepreneurship in the agricultural sector in South Kalimantan. The data collection method used in this study was a survey. The location of the Province of South Kalimantan was determined purposively, namely one of the provinces that were declared to be a national food storage area in the National Capital City (IKN). The sampling technique was done by simple random sampling with a total sample of 120 respondents. Quantitative data analysis was carried out using the path analysis method using the SPSS and AMOS 21 applications. The results showed that the most direct factor affecting the entrepreneurial behavior of the younger generation in the agricultural sector was Business Motivation Pathways (BMP)/startup training. While other factors, namely entrepreneurial motivation and attitude, family support, District Implementation Team (DIT) support, and Provincial Project Implementation Unit (PPIU) support undirectly affecting. Some suggestions for increasing the success of the YESS program in creating young entrepreneurs include improving the implementation of BMP/startup training, collaborating with other stakeholders, and optimizing social support from family, DIT and PPIU in the form of informational, instrumental, and emotional support and appreciation and direction for future activities. Always feel independent to create positive sustainability after the project ends.

Keywords: Entrepreneurial Behavior, YESS (Youth Entrepreneur and Employment Support Services, Business Motivation Pathways (BMP)/startup Training, Young Generation, Agricultural Sector