

## INTISARI

Penetapan Candi Borobudur sebagai Kawasan Strategis Pariwisata Nasional berdampak pada segala sektor, baik sektor pertanian maupun non pertanian. Pada sektor pertanian fenomena ini akan berdampak pada proses, determinan faktor, dan keberlanjutan regenerasi petani. Penelitian ini bertujuan untuk mengetahui bagaimana proses regenerasi petani, dan mengetahui faktor pendukung dan penghambat yang mempengaruhi regenerasi petani sebagai mata pencaharian bagi generasi muda di Kecamatan Borobudur. Penelitian ini berlokasi di Desa Wanurejo, Kecamatan Borobudur, Kabupaten Magelang. Penelitian ini menggunakan pendekatan deskriptif dan metode analisis deskriptif kualitatif yang melibatkan petani muda bekerja sebagai petani penuh, petani muda memiliki pekerjaan sampingan, penyuluh pertanian, pengurus kelompok tani, dan pegiat pariwisata. Pengumpulan data menggunakan observasi, wawancara, dan studi literatur. Uji keabsahan data menggunakan triangulasi sumber dan triangulasi teknik. Hasil penelitian menunjukkan proses regenerasi petani dapat melalui pendekatan keluarga, motivasi dari individu petani muda, dan pendekatan kelompok tani. Faktor pendukung regenerasi petani yaitu lapangan pekerjaan di sektor pertanian sangat terbuka, dorongan keluarga, peran pemerintah, dan berkembangnya sektor pariwisata sebagai lokasi dari KSPN, serta adanya motivasi mengembangkan usaha tani melalui potensi pertanian berbasis pariwisata. Faktor penghambat regenerasi petani yaitu persepsi negatif di sektor pertanian, pendapatan dari sektor pertanian yang rendah, alih fungsi lahan pertanian, dan perkembangan lapangan pekerjaan dari sektor non pertanian yang lebih dominan. Keberlanjutan regenerasi petani sangat penting, namun perlu ditingkatkan melalui penetapan Candi Borobudur sebagai KSPN. Dengan demikian, akan mendukung tercipta potensi pariwisata dan industri yang mendorong kemajuan pertanian, serta mendukung adanya prospek keberhasilan petani muda.

**Kata Kunci:** Proses, Faktor Pendukung, Faktor Penghambat, Keberlanjutan, Regenerasi Petani, Kawasan Strategis Pariwisata Nasional

## **ABSTRACT**

*The designation of Borobudur Temple as a National Tourism Strategic Area has an impact on all sectors, both agricultural and non-agricultural sectors. In the agricultural sector this phenomenon will have an impact on the process, determinant factors, and the sustainability of farmer regeneration. This study aims to find out how the process of regeneration of farmers, and determine the supporting and inhibiting factors that influence farmer regeneration as a livelihood for the younger generation in Borobudur District. This research is located in Wanurejo Village, Borobudur District, Magelang Regency. This research uses a descriptive approach and qualitative descriptive analysis method involving young farmers working as full-time farmers, young farmers having side jobs, agricultural extension workers, farmer group administrators, and tourism activists. Collecting data using observation, interviews, and literature studies. Source and technique triangulation was used to test validity of the data. The results of the study show that the process of regeneration of farmers could be developed by family support, the motivation of individual young farmers, and a farmer group facilitation. Supporting factors for farmer regeneration were the potential opportunity of agricultural employment, family encouragement, the role of the government, and the development of the tourism sector as the location of the KSPN, as well as the motivation to develop farming business through agritourism. Factors inhibiting farmer regeneration were negative perception of agricultural sector, low income in agriculture sector, conversion of agricultural land, and the high opportunities from non-agricultural sector. The sustainability of farmer regeneration is very important, but need to be improved through the establishment of Borobudur Temple as an KSPN. Therefore, tourism and industry encouraging agriculture sector can be developed. This, it will support young farmer success in agriculture sector.*

*Keywords: process, supporting factors, inhibiting factors, sustainability, farmer regeneration, national tourism strategic areas*