

## INTISARI

Sektor agraris dewasa ini menghadapi dua permasalahan yaitu krisis regenerasi petani dan degradasi lahan akibat input kimia berlebih. Meski begitu, masih ada kelompok pemuda yang menekuni sektor pertanian yaitu Pemuda Janari di dusun Gatran, desa Gondangsari, kecamatan Pakis, Magelang. Mereka tidak hanya mempertahankan eksistensi pertanian di desa, namun juga mengembangkan pertanian sayur organik.

Penelitian ini bertujuan untuk memetakan rasionalitas pemuda Janari terkait alasan mengapa mereka mengembangkan pertanian sayur organik dan bagaimana strategi yang digunakan untuk mengatasi berbagai tantangannya. Metode penelitian yang digunakan adalah etnografi dengan teknik pengumpulan data melalui studi pustaka, observasi partisipasi, dan wawancara mendalam.

Menggunakan teori ekonomi formalis dan perubahan generasi, terbukti bahwa terdapat perbedaan pandangan mengenai rasionalitas ekonomi antara generasi muda dan generasi tua. Perbedaan cara pandang antara generasi muda dan generasi tua mengenai pertanian sayur menjadi salah satu alasan mengapa pemuda Janari ingin mengembangkan pertanian sayuran organik. Orang tua di pedesaan terbebani dengan kebutuhan ekonomi sehari-hari, sehingga memerlukan pemikiran ekonomi serba instan, dan perputaran yang cepat. Di sisi lain, generasi muda mempunyai peluang untuk mengembangkan pertanian sayuran organik karena orang tua mereka masih mencukupi sebagian kebutuhan sehari-hari. Terkait strategi pengembangan pertanian sayuran organik, mereka memanfaatkan jaringan komunitas dan kelembagaan dari unit usaha Sayuran Organik Merbabu, Balai Taman Nasional Gunung Merbabu, dan LSM IRE Yogyakarta. Para pemuda menyadari bahwa mereka tidak bergerak secara mandiri karena berbagai macam dukungan, aset dan potensi yang bisa mereka manfaatkan menjadi kunci keberlangsungan usaha pertanian sayuran organik mereka. Dapat disimpulkan bahwa rasionalitas ekonomi pemuda Janari masih sangat bergantung pada berbagai aset yang mendukung mereka.

**Kata Kunci:** Rasionalitas Ekonomi, Pemuda Desa, Pertanian Sayur Organik, Sayur, Strategi Usaha Tani, Pertanian

## **ABSTRACT**

*The agricultural sector faces two problems: a crisis in farmer regeneration and land degradation due to excessive chemical inputs. Even so, there is still a group of young people who pursue the agricultural sector, namely Janari Youth in Gatran, Gondangsari village, Pakis district, Magelang. They not only maintain the existence of agriculture in the villages but also develop organic vegetable farming.*

*This research aims to understand the rationality of Janari youth regarding their reasons for developing organic vegetable farming and the strategies used to overcome various challenges. The research method used is ethnography with data collection techniques through literature study, participant observation, and in-depth interviews.*

*By using formalist economic theory and generational change, it confirmed that there were differences in views regarding economic rationality between the younger and the older generations. The difference in perspective between the younger and the older generations regarding vegetable farming is one of the reasons why Janari youth want to develop organic vegetable farming. Parents in rural areas are burdened with daily economic needs, so they need instant economic thinking and fast turnaround. On the other hand, the younger generation has the opportunity to develop organic vegetable farming because their parents still fulfil some of their daily needs. Regarding the strategy for developing organic vegetable farming, they utilize community and institutional networks from the Merbabu Organic Vegetables business unit, the Mount Merbabu National Park Office, and the NGO IRE Yogyakarta. The youth realize that they are not moving as independently because various kinds of support, assets and potential that they can utilize are the key to the sustainability of their organic vegetable farming business. Thus, it concluded that the economic rationality of Janari youth is still very dependent on various assets that support them.*

**Keywords:** *Economic Rationality, Rural Youth, Organic Vegetable Farming, Horticulture, Agriculture Economic Strategy, Agriculture*