

INTISARI

PENGALAMAN DIRI LANGSUNG DALAM MODEL PEMBENTUKAN SIKAP GENERASI MUDA TERDIDIK TERHADAP WIRAUSAHA DI SEKTOR PERTANIAN

Penelitian bertujuan untuk: menganalisis sikap generasi muda terdidik terhadap wirausaha di sektor pertanian; menganalisis model pembentukan sikap generasi muda terdidik terhadap wirausaha di sektor pertanian yang dipengaruhi oleh personalitas, akses informasi, dan pengalaman diri langsung; dan menganalisis peranan pengalaman diri langsung dalam model pembentukan sikap generasi muda terdidik terhadap wirausaha di sektor pertanian. Populasi penelitian yaitu mahasiswa STPP Bogor, Magelang, dan Malang, serta alumni UNPAD Bandung, IPB Bogor, UGM Yogyakarta, dan UB Malang, yang mengikuti kegiatan Penumbuhan Wirausahawan Muda Pertanian (PWMP) tahun 2016 dan 2017, seluruhnya berjumlah 1.205 orang. Sampel penelitian sebanyak 300 responden diambil secara proporsional dari setiap kelompok populasi penelitian dengan menggunakan teknik *simple random sampling*. Data dianalisis menggunakan statistik deskriptif, uji t 1-sampel, dan SEM (*Structural Equation Modeling*).

Hasil penelitian menunjukkan bahwa generasi muda terdidik secara nyata memiliki sikap positif terhadap wirausaha di sektor pertanian. Generasi muda terdidik memberikan sikap setuju terhadap wirausahawan pertanian, berwirausaha pertanian, dan penerapan *e-commerce* dalam wirausaha pertanian. Personalitas generasi muda terdidik cenderung positif, yang ditunjukkan oleh nilai keyakinan diri yang yakin dan persepsi yang baik terhadap wirausaha pertanian. Akses informasi melalui *peer-group*, sekolah, dan internet, dinilai mudah, sedangkan akses informasi melalui keluarga dan media massa masih dinilai cukup mudah, sebagai akses bagi generasi muda terdidik dalam memperoleh informasi wirausaha pertanian. Pengalaman diri langsung generasi muda terdidik berada pada tingkat sering dan kadang-kadang, yaitu generasi muda terdidik telah sering melakukan aktivitas penerapan rencana usaha, sering melakukan aktivitas terkait menjalankan usaha, dan kadang-kadang dalam mengalami keberhasilan usaha. Model pembentukan sikap generasi muda terdidik terhadap wirausaha di sektor pertanian dapat dikembangkan dari faktor personalitas, akses informasi, dan pengalaman diri langsung. Sikap dipengaruhi langsung oleh personalitas dan pengalaman diri langsung, serta dipengaruhi secara tidak langsung oleh akses informasi melalui pengalaman diri langsung. Penelitian menemukan bahwa: pengalaman diri langsung memiliki peran mediasi, yaitu sebagai penyaring dan penguat dalam pembentukan sikap; dan terbentuknya sikap generasi muda terdidik terhadap wirausaha di sektor pertanian, tidak cukup hanya dari akses informasi yang memberikan informasi *nonbehavioral*, tetapi memerlukan strategi pengalaman diri langsung yang memberikan informasi *behavioral* wirausaha pertanian.

Kata kunci: Sikap, pengalaman diri langsung, personalitas, akses informasi, generasi muda terdidik, wirausaha di sektor pertanian.

ABSTRACT

DIRECT PERSONAL EXPERIENCE IN THE MODEL OF EDUCATED YOUNG GENERATION ATTITUDE FORMATION TOWARD ENTREPRENEURSHIP IN THE AGRICULTURAL SECTOR

The research is aimed at: analyzing the attitude of educated young generation towards entrepreneurship in the agricultural sector; analyzing the model of educated young generation attitude formation toward entrepreneurship in the agricultural sector that is influenced by personality, information access, and direct personal experience; and analyzing the role of direct personal experience in forming the attitude of educated young generation toward entrepreneurship in the agricultural sector. The research population comprised of students from STPP Bogor, Magelang, and Malang, as well as alumni from UNPAD Bandung, IPB Bogor, UGM Yogyakarta, and UB Malang, who participated in the PWMP program in 2016 and 2017, with a total of 1,205 people. The research sample, as many as 300 respondents were selected proportionally from each research population group by using the simple random sampling method. Data was analyzed using descriptive statistics, one sample t-test, and Structural Equation Modelling (SEM).

Research results indicate that educated young generation actually has a positive attitude toward entrepreneurship in the agricultural sector. Educated young generation shows agreement to agricultural entrepreneur, conducting agricultural entrepreneurship, and applying e-commerce in agricultural entrepreneurship. The personality of educated young generation tends to be positive, and this is indicated by their convincing personal-value and their good perception of agricultural entrepreneurship. Information access through peer-group, school, and the internet is considered easy, while information access through family and mass media is considered quite easy, this refers to educated young generation access to acquire information on agricultural entrepreneurship. Direct personal experience of educated young generation remains at frequent and occasional levels, i.e. educated young generation has often conducted activities in implementing business plan, often conducted activities relating to business operation, and sometimes in experiencing business success. The model of educated young generation attitude formation toward entrepreneurship in the agricultural sector may be developed from factors such as personality, information access, and direct personal experience. Attitude is directly influenced by personality and direct personal experience, and is indirectly influenced by information access through direct personal experience. The study found that: direct personal experience has a mediating role, namely as a filter and an enhancer in formation of attitude; and the formation of educated young generation attitude toward entrepreneurship in the agricultural sector is not adequately achieved by merely having information access that provides non-behavioral information, as it requires direct personal experience strategy that provides behavioral information of agricultural entrepreneurship.

Keywords: Attitude, direct personal experience, personality, information access, educated young generation, entrepreneurship in the agricultural sector.