Factors Forming Millennial Farmers' Perceptions of Farming in Soppeng Regency, South Sulawesi Province, Indonesia

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Factors Forming Millennial Farmers' Perceptions of Farming in Soppeng Regency, South Sulawesi Province, Indonesia

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Abstract

The millennial generation is the successor generation to the previous generation. This assumption is a moral burden borne by young people to fulfill the responsibilities given by the older generation. It is believed that the level of interest of young people in working in agriculture will be influenced by how well young people perceive work in the agricultural sector. The research objectives are describing the factors that form perceptions of millennial farmers in farming and analyze the perceptions of millennial farmers in farming. The research found that perception-forming factors consist of internal and external factors. The internal factor has a score of 3,641, which means that the internal factors forming the perception of millennial farmers in farming food were in the "very good" category. External factors have a score of 4,296, which means that the external factors that shape the perceptions of millennial farmers in farming food are in the "good" category. Millennial farmers' perceptions of farming were based on indicators of farm income, employment status, farming environment, career development opportunities, and old age security. The perception score was 5,634, meaning that millennial farmers' perception of farming in Liliriaja District, Soppeng Regency,South Sulawesi Province wass in the "very good" category.

Keywords: *Perception, millennial farmers, internal and external factors.*

INTRODUCTION

The agricultural sector plays an important role in life, development and the Indonesian economy. As an agrarian country, the agricultural sector can conserve natural resources, provide life and livelihood, and create jobs. The results of the 2019 inter-census agricultural survey, the number of farmers in South Sulawesi was 1,161,692 people. Based on the age group, the number of farmers aged 45 years is the age with the largest number of farmers, namely 325,403 people with a percentage of 28.01% compared to other age groups. The consequence that can arise is that survival and competitiveness in the agricultural sector are increasingly threatened by the aging process of farmers because the participation of the younger generation is decreasing.

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According to [1], one of the phenomena that emerged in the 21st century is the phenomenon of Y generation, which is also called the millennial generation, namely the group of young people born in early 1980 to early 2000. The millennial generation is the next generation of the previous generation. This assumption is a moral burden borne by young people to fulfill the responsibilities given by the older generation.

Many researchers have proclaimed the decreasing number of millenial farmers in several developing countries [2]. The young agricultural generation is people who need to receive priority in planning agricultural development programs so that they can become the next generation who are creative, innovative, and have a global perspective. To realize efforts to develop the younger generation of agriculture, it is necessary to form perceptions and increase interest for them to able to carry out business activities in the agricultural sector. The reduction in the younger generation working in the agricultural sector will lead to a continued reduction in agricultural output. Human resources such as the younger generation are needed now because agricultural technology and innovation can be accepted by the younger generation.

According to [3], the lack of interest of the younger generation in the agricultural sect is caused by their perception of the less promising agricultural sector so that interest in developing agricultural potential for the future is not embedded in the mindset of the younger generation. Based on the opinion of [4] not only from an economic point of view the agricultural sector is increasingly unpromising, the younger generation is not interested in farming, basically influenced by the new culture that is developing in the modern era as it is today. Failure in agriculture is more publicized so it accidentally becomes a bad mindset for the younger generation. This bad perception is one of the causes of a decline in the workforce in the agricultural sector, making it difficult to create sustainable agriculture.

Youth who have a high interest in working in the agricultural sector will tend to have feelings of oyment towards the agricultural sector [5;6]. However, on the other nd, if working in the agricultural sector is not able to create a feeling of joy in young people, then young people will no ave an interest in working in the agricultural sector. Therefore, the level of youth's interest in working in agriculture is believed to be influenced by how well the youth perceives work in the agricultural sector [5].

Perception is a situation where everyone interprets the same conditions differently and everyone has different expectations of the same situation [7]. Therefore, subjective interpretation of the environment will deter e how a young person behaves. Youth perceptions of agricultural activities will have an impact on the sustainability of the agricultural sector so it will cause a shift in employment. Research objectives are: 1) To describe the factors forming perceptions of millennial farmers in farming; 2) To analyze the perceptions of millennial farmers in farming.

RESEARCH METHODS

The research was conducted in Pattojo Village, Liliriaja District, Soppeng Regency. The choice of location as the research location was carried out with the consideration that this area has great potential in the agricultural sector s it requires millennial farmers to continue and develop food crop farming. This research was conducted from April to June 2023. The population in this study were male millennial farmers aged 15-39 years in Pattojo Village, Liliriaja

District, Soppeng Regency. Determining the number of samples in this study using the Lemeshow formula. According to [8], sample calculation using the Lemeshow formula approach can be used to calculate the number of samples with an unknown total population:

$$n = \frac{Z^2.P.(1-P)}{d^2}$$

Information :

n = Number of samples

z = Z score at 95% confidence = 1.96

p = Maximum estimate

d = Error rate

From the formula above, the sample size is determined using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1{,}96^2.\ 0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416\ .\ 0{,}5\ .\ 0{,}5}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

n = 96,04=96 (the number of research samples as many as 96 respondents).

The selection of respondents was purposive sampling to obtain samples that could meet the specified criteria. The types of data used in this research are primary and secondary data. The data collection techniques used were observation, interviews, and documentation.

Data analysis uses descriptive analysis and multiple linear regression analysis. The variable indicators used in this research are as in Table 1.

Table 1. Measurement Items Variable Internal Factors Forming Perceptions

Variable	Variable Indicator	Measure Scale
Formal education (X1)	1. Pursuing an agricultural business requires high education 2. The level of knowledge is related to thought patterns and behavior towards work as a farmer 3. Higher education means millennial farmers have a broader horizon of knowledge	Likert Scale 1-5
Non-Formal education (X2)	1. To carry out farming, guidance from agricultural instructors is needed 2. Requires training in the agricultural sector to support ability and stability in managing farming 3. To become a farmer requires sufficient skills and experience	Likert Scale 1-5
Job Involvement (X3)	1. Have been involved in farming work 2. Prioritizing work as a farmer over other	Likert Scale 1-5

	jobs 3. Skilled in managing farming	

Table 2. Items for Measuring External Factor Variables That Form Perceptions

Variable	Variable Indicator	Measure Scale
Family environment (X4)	1. Families support to pursue business in agriculture 2. Interested in working as a farmer because he wants to continue the family farming business 3. Motivated to work as a farmer because parents and family work as farmers	Likert Scale 1-5
Social environment (X5)	1. Entrepreneurship in agriculture because of encouragement from the social environment, many of whom work as farmers 2. Interested in getting involved in farming because I often associate with people who generally work in agriculture 3. Closeness with friends who work as farmers who discuss agricultural issues makes young people interested in farming 4. Always participate in the activities of farmer groups in every social activity so that they are motivated to farm	Likert Scale 1-5
Cosmopolitan (X6)	1. Information from outside the village can influence the millennial generation to make decisions about working as farmers. 2. Using a smartphone to find various information about agriculture that has good prospects for the future 3. Technology and information make young people familiar with agriculture, not only conventional agriculture but also organic agriculture, modern agriculture and others.	Likert Scale 1-5
Socio-cultural (X7)	1. Get involved in the local culture of *maddoja bine* and *mappadendang* because this culture is carried out by parents 2. Participate in the local culture of *Maddoja Bine* and *Mappadendang*	Likert Scale 1-5

Table 3. Measurement Items for Perception Variables of Millennial Farmers

Variable	Sub Variable	Indicator	Measure Scale
Perceptions of the Millennial Generation (Y)	1. Farming Income	1. Income in agriculture is greater than non-agricultural work 2. Working as a farmer is enough to meet daily needs 3. Working as a farmer can earn enough money for school fees 4. Working as a farmer can earn you money to save	Likert Scale 1-5
	2. Employment status	1. Working in the agricultural sector can increase social status as a millennial farmer 2. Working as a farmer gets high respect in the eyes of society when compared to being an employee	

		3.	Feel respected by people who work outside the agricultural sector
		4.	4.The status of millennial farmers has been raised because meetings are often held between farmer groups within the village and outside the village so that many people know them
3.	Farming Environment	1.	Natural conditions support farming.
		2.	Agricultural supporting facilities and infrastructure are easy to reach
4.	Career development opportunities	1.	Working as a farmer can be a success because this job knows no age, gender and background.
		2.	Land owned by parents can be developed to produce high productivity
5.	Old age guarantee	1.	Working as a farmer can be enough to be a long-term investment
		2.	Working as a farmer will guarantee happiness in old age

Source: Modification from [9]

Maximum weight = A x B x C

Minimum weight = A x D x C

Where :

A = The number of indicators is 14B = Skor maksimum yaitu 5

C = The number of indicators is 14

D = The minimum score is 1

Maximum weight = 14 x 5 x 96 = 6,270

Minimum weight = 14 x 1 x 96 = 1344

The measurement scale to find out the average score category uses the following calculation:

$$i = \frac{\text{maximum score} - \text{minimum score}}{\text{k}}$$

Where :

i : Score interval

Maximum score : 6,270

Minimum score : 1,344

K : The number of classes is 5

$$i = \frac{6.270 - 1.344}{5} = 986$$

Table 4. Perception Score Interval for Millennial Farmers in Farming

Score	Information
1,336 – 2,322	Strongly Disagree / Very Unfavorable
2,323 – 3,309	Disagree / Not Good
3,310 – 4,296	Fairly Agree / Fairly Good
4,297 – 5,283	Agree/Okay
5,284 – 6,270	Strongly Agree / Very Good

RESULTS AND DISCUSSION

Respondent Identity

It is important to know the identity of the respondent in order to provide an overview of matters relating to the person being interviewed in order to obtain data in accordance with the research objectives. Respondents in this study were male millennial farmers aged 15-39 years in Pattojo Village, Liliriaja District, Soppeng Regency. The identities observed included age, education level, and type of work.

Table 5. Identity of Respondents in Pattojo Village, Liliriaja District, Soppeng Regency. 2023.

No	Age Group **(Year)**	Total (person)	Percentage (%)
1.	15-22	20	20.83
	23-30	45	46.88
	31-39	31	32.29
	Total	**96**	**100.00**
2.	**Level of Education**		
	SD	10	10.42
	SMP	23	23.96
	SMA	52	54.17
	S1	11	11.46
	Total	**96**	**100.00**
3.	**Job Type**		
	Farmer	44	45.83
	Student	4	4.17
	College student	11	11.46
	Self-employed	34	35.41
	Civil servants	3	3.13
	Total	**96**	**100.00**

Source: Primary data analysis, 2023

Based on the data in Table 4, the age group with an interval of 23-30 years is the largest, namely 45 people (46.88%). The age of the respondents is related to the physical ability to work and the ability to adopt innovations, this is in line with the opinion of [10] young farmers have more enthusiasm and curiosity, thus encouraging them to adopt an innovation. The education level of the dominant respondents was high school education, namely 52 people (54.17%) and 11 people with a bachelor's degree (11.46%). Based on the formal education attained, it appears that young farmers in the study area have completed their education up to the bachelor's level, although the percentage is small compared to farmers who have formal education only up to the elementary level. Based on the type of work, most of the young farmers (45.83%) came from farming families. Based on the results of the interviews, the parents and relatives of the respondents had been running a farming business for a long time, and since childhood, they had grown and developed in a farming environment.

Perception Forming Factors

The factors that determine the perception of millennial farmers in food farming are things that influence the desire of millennial farmers to participate or take part in farming activities. Perception forming factors consist of internal factors and external factors. Internal factors consist of formal education, non-formal education and work involvement. Meanwhile, external factors consist of family environment, social environment, cosmopolitan and socio-cultural.

A. Internal Factors

Internal factors are factors that influence millennial farmers who emerge from within themselves to do farming. Internal factors consist of formal education (X1), non-formal education (X2) and work involvement (X3).

Formal Education Variable (X1)

The total score of formal education in shaping the perceptions of millennial farmers is 1,203. Most respondents said that their level of education was related to their mindset and behavior towards working as farmers and most respondents had graduated from high school so their knowledge was broader and they appreciated changes in the environment for the better. This is in line with research from [11], that the higher the education will influence a person's level of thinking about work in the agricultural sector because working in agriculture can also earn enough money if done using the correct procedures. Youth who have a high level of education will have a better perception of work in the agricultural sector than youth who have a lower level of education [3].

Non-Formal Education Variables (X2)

The total score of respondents' answers to the variables forming the perception that, non-formal education provides new knowledge in supporting farming activities with a total score of 1,251. Respondents said that they needed guidance from agricultural extension workers and training to support their ability to manage their farming. This is in line with research by [12] which states that extension activities can attract young people to enter the world of agriculture because extension activities usually provide technologies about agriculture that make the younger generation's perceptions better because extension aims to provide quality services and information to farmers on farming technologies and practices.

Work Engagement Variables (X3)

The total score of respondents' answers to the perception-forming variable is work involvement with a total score of 1,187. The respondents' work is dominated by farmers, some are still students and some work outside the agricultural sector so that millennial farmers' work involvement is adjusted to the situation that requires them to be involved in farming or not.

Table 6. Recapitulation of Perception Forming Internal Factors

Internal Factor	Total Score
Formal Education (X1)	1,203
Non Formal Education (X2)	1,251
Work Engagement (X3)	1,187
Total	**3,641 (Very good)**

Source: Primary data analysis, 2023

Table 6, shows that the total internal factor score is 3,641, which means that the internal factors forming perceptions of millennial farmers in food farming in Pattojo Village, Liliriaja District, Soppeng Regency are in the "very good" category. The internal factors that form perceptions are in line with research by

[10] that the level of formal and non-formal education is related to farmers' ability to implement innovation. Farmers with a higher level of education have a tendency to innovate in the businesses they run, have clear concepts and business models.

B External Factors

External factors are factors that influence the perception of "Millennial" generation farmers who come from outside themselves to carry out farming activities. External factors in this study are the family environment (X4), social environment (X5), cosmopolitan (X6), socio-cultural (X7).

Family environment variables (X4)

The total score of respondents' answers to the perception-forming variable, namely work as a farmer due to family support, was 1,244. Based on the research findings, most of the respondents were supported by their families to pursue agricultural business because their parents or their own families worked as farmers. This is in line with research from [13], which states that the influence of the family environment makes a real contribution to the high perception of the younger generation in farming because they see their parents farming and earning enough to meet their daily needs so that the younger generation is motivated and interested. to farm.

Social Environmental Variables (X5)

The total score of respondents' answers to the variable forming perceptions, namely the social environment, is 1,533. Based on research results, millennial farmers often associate with people who generally work as farmers and often participate in farmer group activities so that they are motivated and interested in participating in farming. This is in line with research from [13], which states that the influence of the community's environment makes a real contribution to the perceptions of millennial farmers in farming because they see that the surrounding environment is full of farming and sufficient income.

Cosmopolitan Variables (X6)

The respondent's answer score for the perception-forming variable, namely cosmopolitan, was 809. Based on the interview results, the level of cosmopolitanity of millennial farmers was moderate because millennial farmers did not get information from outside or electronic media, but millennial farmers only got information from their families and the surrounding environment regarding farming. This is in line with research from [9], which states that access to electronic media, printed media and social media related to agriculture is very low. This media is used to find entertainment that has nothing to do with agriculture. Meanwhile, research from [14] states that young people are more likely to agree in choosing a job, influenced by people they know, such as friends, family or neighbors.

Socio-Cultural Variables (X7)

The respondent's answer score to the perception-forming variable, namely the socio-cultural variable, is 710. The socio-cultural variables in question are maddoja bine and mappadendang. The high involvement of millennial farmers in these socio-cultural aspects is because their parents still carry out this tradition. This is in line with the research findings of [15], farmer communities in Carebbu Village, Kec. Awangpone, Bone Regency, still carries out the maddoja bine and mappadendang (harvest feast) traditions as local wisdom in managing farming. In line with research by [16] Mappalili Tradition (the term for the Bugis traditional harvest festival in Pangkep Regency), farmers' perceptions of the

Mappalili Tradition received a score of 80.93%, meaning very good. The mappalili tradition has been carried out for generations by the people of Pangkep Regency, especially people who work in the agricultural sector, from the past until now, which is continuously maintained as a form of respect for their "ancestors".

Table 6. Recapitulation of Perception Forming External Factors

Internal Factor	Total Score
Family environment (X4)	1,244
Social environment (X5)	1,533
Cosmopolitan (X6)	809
Socio-cultural (X7)	710
Total	**4,296 (Good)**

Source: Primary data analysis, 2023

Table 6, shows that the total external factor score is 4,296, which means that the external factors that shape the perception of millennial farmers in food farming in Pattojo Village, Liliriaja District, Soppeng Regency are in the "good" category.

Perceptions of Millennial Farmers in Farming

Millennial farmers' perceptions of farming are based on indicators of farm income, employment status, farming environment, career development opportunities and old age security.

Farming Income Variable (Y1)

The respondent's answer score regarding the perception of millennial farmers that farming is able to provide income is 1,599. Based on findings in the field, respondents said that on average their parents' income was used for family needs, school fees and several other expenses as a result of agriculture. This is in line with research from [17], which states that young farmers feel they have sufficient income and have a good view of the income they earn from entrepreneurship in the agricultural sector.

Employment Status Variables (Y2)

The respondent's answer score regarding the perception of millennial generation farmers on the employment status variable in farming was 1,405. Respondents said that working as a farmer increases social status in the community because the work of a farmer is noble and the presence of millennial farmers can continue or improve food security in Indonesia. This is in line with research from [17], which states that farmers feel respected by people who work outside agriculture and young farmers and old farmers respect each other and help even motivate and strengthen each other in carrying out their profession as farmers.

Farming Environmental Variables (Y3)

Respondents' answer score on the perceptions of millennial generation farmers on the farming environment variable was 869. Respondents said that the natural conditions in Pattojo Village, Liliriaja District, Soppeng Regency, were suitable and supportive for agricultural activities and the production equipment already owned by their parents was one of the encouragements millennial farmers if they want to work as farmers.

Career Development Opportunity Variable (Y4)

The score of respondents' answers to the perceptions of millennial generation farmers on the variable that the agricultural sector provides career development

opportunities is 892. Respondents said that farming can continue to be developed to produce high productivity because food will always be needed at all times. This is in line with research from [18] that food security is a very complex issue covering technical, social, economic, environmental and even political aspects. Disruption of food problems can trigger various upheavals and has the potential to endanger national stability. The agricultural sector is important in building food security. Lowland rice business is one of the agricultural sectors that influences food security.

Old Age Insurance Variable (Y5)

Table 7. Recapitulation of Millennial Farmers' Perceptions in Farming in Pattojo Village, Liliriaja District, Soppeng Regency

Perception (Y)	Total Score
Farm Income	1,599
Job status	1,405
Farming Environment	869
Career Development Opportunities	892
Old Age Insurance	869
Total	**5,634 (Very Good)**

Source: Primary data analysis, 2023

Table 7, shows that the total perception score is 5,634, which means that the perception of millennial farmers in farming in Pattojo Village, Liliriaja District, Soppeng Regency is in the "very good" category. The results of this research are in line with research by [17] that the view of millennial farmers in farming is very good, millennial farmers have a positive view of entrepreneurship in the agricultural sector. This demonstrates how young farmers may valued farming as an important career or profession [19;20].

CONCLUSIONS

Based on the description of the research results, it is concluded that :

1. Factors forming the perception of millennial generation farmers in farming food in Pattojo Village, Liliriaja District, Soppeng Regency, namely internal factors in the "very good" category consisting of formal education, non-formal education and work involvement. Meanwhile, external factors in the "good" category consist of family environment, social environment, cosmopolitan and socio-cultural environment.

2. The total score for the perception of millennial generation farmers in food farming is 5,634. This value indicates that the perception of millennial generation farmers in farming food in Pattojo Village, Liliriaja District, Soppeng Regency is in the "very good" category.

RECOMMENDATIONS

The perception of "millennial" generation farmers in food farming is very good, so it is hoped that millennial/ young farmers will continue to maintain, continue or develop their farms or those owned by their parents so that their productivity is higher.

It is recommended that future researchers to conduct extensive research on the factors that influence the perceptions of millennial generation farmers in food

farming so that this research is expected to provide additional information for youth to be involved in farming.

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