

ABSTRAK

PERSEPSI PETANI MUDA TERHADAP WIRAUSAHA DI SEKTOR PERTANIAN

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Generasi muda merupakan tenaga kerja produktif yang menjadi pemegang peranan penting dalam mengembangkan pertanian guna membangun Indonesia. Penelitian ini bertujuan untuk mendeskripsikan petani muda berdasarkan karakteristik, dan persepsinya terhadap wirausaha di sektor pertanian, petani muda berdasarkan latar belakang usaha/mata pencaharian keluarganya, menganalisis hubungan antara karakteristik petani muda dengan persepsinya terhadap wirausaha di sektor pertanian, dan pengaruh latar belakang mata pencaharian keluarga nya terhadap persepsi petani muda tentang wirausaha di sektor pertanian metode penelitian ini menggunakan metode survai. dengan jumlah responden sebanyak 20 respopnden. Penelitian dilakukan di Desa Tenjonagara, Kecamatan Cigalontang, Kabupaten Tasikmalaya sejak Mei 2021 hingga Oktober 2021. Data yang digunakan terdiri dari data primer dan data sekunder. Data dianalisis dengan menggunakan Uji Korelasi Rank Spreman dan Mann Whitney U. Hasil Penelitian menunjukkan bahwa karakteristik petani muda termasuk pada kategori sedang. Persepsi petani muda terhadap wirausaha di sektor pertanian termasuk pada kategori cukup. Hasil penelitian juga menunjukkan tidak terdapat hubungan antara karakteristik dengan persepsi terhadap wirausaha di sektor pertanian dan tidak terdapat pengaruh antara latar belakang mata pencaharian keluarga dengan persepsi terhadap wirausaha di sektor pertanian

Kata Kunci : Karakteristik, Persepsi, Pertanian, Petani Muda, Wirausaha

ABSTRACT

YOUNG FARMERS PERCEPTIONS OF ENTREPRENEURSHIP IN THE AGRICULTURAL SECTOR

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The younger generation is a productive workforce that is an important role holder in developing agriculture for Indonesia's development. This research aims to describe young farmers based on their characteristics, young farmers based on their perception of heroes in the agricultural sector, young farmers based on their business background/family livelihoods, analyze the relationship between the characteristics of young farmers and their perception of self-employment in the agricultural sector, and the influence of their family livelihood background on young farmers' perceptions of self-employment in the agricultural sector with the number of respondents as many as 20 respondents. This research was conducted in Tenjonagara Village, Cigalontang Subdistrict, Tasikmalaya Regency from May 2021 to October 2021. The method used is survey method. The data used consists of primary data and secondary data. The data was analyzed using the Spearman rank correlation test and Mann Whitney U. The results showed that the characteristics of young farmers belonged to the enough category. The perception of young farmers towards entrepreneurs in the agricultural sector belongs to the moderate category. The results also showed there's no relationship between characteristics and perceptions of entrepreneurship in the agricultural sector and there's no influence between family livelihood background and perception of entrepreneur in the agricultural sector.

Keywords: Characteristics, Perceptions, Agriculture, Young Farmer', Entrepreneurship