



PERCEPTIONS OF INDONESIAN YOUNG FARMERS TOWARD THE MINISTRY OF AGRICULTURE'S MILENIAL FARMERS PROGRAM AND BUSINESS ACTIVITIES (Case Study on Indonesian Millennial Farmer Ambassadors)

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ABSTRACT

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The millennial farmer program is an activity for future agricultural regeneration by the Indonesian Ministry of Agriculture. Apart from potential natural resources, business opportunities in the agricultural sector will certainly be an attractive one for young farmers who also receive guidance and training in the millennial farmer program. The perceptions of young farmers will provide a new perspective on the agricultural sector which is considered old-fashioned, dirty and has lower income than other sectors. The research respondents were millennial farmer ambassadors from the Ministry of Agriculture representing each region in Indonesia. Data was collected using an online form and processed using a Likert scale. Presented with qualitative descriptive. The results showed that the factors that most influenced the perception of millennial farmers were the level of education and parental influence. The perception of millennial farmer ambassadors (X) regarding the millennial farmer program (Y) and business studies (Z) is very good. Path analysis with Partial Least Square (PLS) to see the relationship between exogenous and endogenous and intervening variables. Knowledge of the direct relationship between variable X to Y, variable X to Z, variable Y to Z, all three have a significantly positive effect. And the indirect relationship between variables X and Z through Y also has a significant positive effect.

INTRODUCTION

The involvement of the millennial generation in agricultural development is one of the Ministry of Agriculture's Strategic Plans (Renstra Kementan) 2019-2021 which encourages millennials to become exporters in the agricultural sector through strategies to increase product competitiveness and added value. The involvement of the millennial generation as young farmers is also listed in the BPPSDMP program or the Agricultural Extension and Development Agency, namely the agricultural development policy program. Millennial farmers are expected to have 1 million young farmers selected as millennial farmers through the millennial farmer growth and development program (Haryanto, 2021).

The government has quite a number of activities that can be learning tools for young farmers to be more passionate about pursuing abundant natural resources in the agricultural sector, by looking at opportunities for technological advances, applied science, skills, creativity and innovation which can be a good combination to develop the Indonesian economy from aspects of utilization of natural resources in the agricultural sector (Susilowati, 2016). In addition to potential natural resources, business opportunities in the agricultural sector will certainly be one of the highlights for young farmers who receive special entrepreneurship coaching in the millennial farmer program, as well as a series of other activities discussed in the ministry of agriculture's millennial farmer program.

With the development of agricultural entrepreneurs, it is believed that it will provide a new perspective on work in the agricultural sector, where currently the agricultural sector is still seen as dirty, old-fashioned and with income that is disproportionate to work and lower income compared to other sectors (Haryanto et al, 2021). The next relay for farmers is to rely on the younger generation, they have innovative, more creative ideas that will be very beneficial for agricultural sustainability in the future. The agricultural sector, like it or not, must be able to adapt to technological advances in order to continue to develop in line with the times and population growth (Febrianti, 2020). Therefore, the existence of a millennial farmer program is expected to be able to grow a productive young generation and support agricultural development in Indonesia.

The younger generation or what can be called millennials is now clearly the hope that can be a big factor in the development of precision agriculture if they have good and efficient access to information technology (internet connection). Therefore, the aim of involving millennial farmers is to produce young farmer entrepreneurs who are easy to accept changes to digital technology which are currently experiencing developments (Ilyas, 2022). Entrepreneurial patterns in the agricultural sector are expected to increase the income of young farmers and provide opportunities for young farmers to

continue to be productive (Unzez, 2013). So that young farmers have a good perception of the agricultural sector, the impact is that there are more supporting factors to move productive age youth to play an active role in the farming sector. The agricultural development program by carrying out millennial farmers is the hope to be able to carry out innovations that continue to develop in the agricultural sector (Suriadi, 2020).

This study aims to (a) find out the factors that influence millennial farmer perceptions of millennial farming programs and activities, (b) find out young farmer perceptions of millennial farming programs and activities, (c) see the relationship between the influence of young farmer perceptions on millennial farming programs and activities, (d) looking at the influence of the young farmer program on millennial farming activities. Hopefully this research can have a positive influence on the Indonesian millennial farmer program with scientific studies regarding the perceptions of millennial farmer ambassadors regarding the millennial farmer program by agricultural policies. Shows the importance of the presence of millennial farmers in the agricultural sector, and their perceptions will influence other productive age youth to do business in agriculture.

RESEARCH METHODOLOGY

The research was carried out in 2022-2023 in Bengkulu Province online. The time for carrying out the research is more than 6 months, namely September 2022 - March 2023. This study used a survey method to send forms online to research respondents. The approach in this research is descriptive qualitative.

Data Collection

Respondents in this study were Millennial Farmer Ambassadors (DPM) who were directly elected by court decision with a population of 1649 young farmers representing every region in Indonesia. Determination of the research sample is by using the slovin technique with an error rate of 10%, thus from calculations using the slovin formula according to (Siregar, 2013) obtained a research sample of 95 samples. From 34 Provinces in Indonesia in 2021.

Operational Definition of Research Variables

The operational definition of research variables is an element that supports research, because the operational definition presents indicators of each variable, variable aspects and data collection tools used in research. This study consists of exogenous variables, endogenous variables and also intervening. Each variable consists of dimensions or variable builders themselves, each dimension having its own indicators as follows:

1) Millennial farmer perception variable (X), which is an exogenous variable obtained from qualitative data which is converted into quantitative data. Data on respondent characteristics such as gender, education level, marriage status, parental support, capital and technology. Statements are made according to existing theory to turn qualitative data on characteristic data into quantitative data so that it can become ideal data with other variables.

2) The millennial farmer program variable (Y) is an endogenous variable which consists of the dimensions of debriefing and training activities, these two dimensions are formed with indicators as explanatory. The variable of the millennial farmer program is also an interim variable or connecting variable between the perception variable and the dependent variable of business activities through the agricultural program.

3) Business activity variable (Z), an endogenous variable consisting of the dimensions of business planning and business activities which are broken down into the dimensions of each related indicator. Business activity variables will also be directly influenced by perception variables and millennial farmer programs. These variables are then operationalized using dimensions, indicators and measurement space. Based on the change in the ability to act, the researcher developed a research instrument in the form of a questionnaire. If the research instrument is made based on variable operations, then the instrument is likely to be valid (accurate) and reliable in its construct or theory.

Descriptive Analysis

Any data obtained through the online questionnaire form or observation (observing) will be described quantitatively and qualitatively. Descriptively this will be done to see the relationship of each variable using data from the Likert scale, then other tests are carried out. In social science, the Likert scale is used to measure related variables, and there are two statements, statements that support (favorable) and statements that do not support (unfavorable).

Table 1. Rating Scale Positive Score and Negative Score:

Number	Information	Skor positive	Skor negative
1	Strongly agree	5	1
2	Agree	4	2
3	Doubtful	3	3
4	Don't agree	2	4
5	Strongly Disagree	1	5

Source: Sugiono, (2010)

The indicator is then used as a standard for making instrument items which can be in the form of statements. The scoring criterion with the mean serves to clarify the scale categories and facilitates the analysis of each question based on the mean (average) obtained. The formula for finding the scale range is class category = (highest value - lowest value): number of classes into class

categories. By using the average or mean formula, the score limits and class or category limits are obtained as in the following data table:

Table 2. Scoring Criteria

Score	Class
1,00-1,79	Very less
1,80-2,59	Not enough
2,60-3,39	Currently
3,40-4,19	High
4,20-5,00	Very high

Sourcer: Sugiono, (2010)

Path Analysis

Path analysis is used to analyze patterns of relationships between exogenous or independent variables with the aim of knowing the direct and indirect effects of independent variables on endogenous or dependent variables. The data obtained were transferred to Microsoft Excel 2010 and then processed using *Partial Least Square* (PLS) ver 3.2.8 software and discussed descriptively. The path diagram is a tool for graphically depicting the structure of the causal relationship between independent, intervening and dependent variables. The path diagram model is made based on the variables studied. The variables examined in this study are perceptions (X), millennium farmer programs (Y), and business activities (Z). The following research path analysis model can be seen in the following figure:

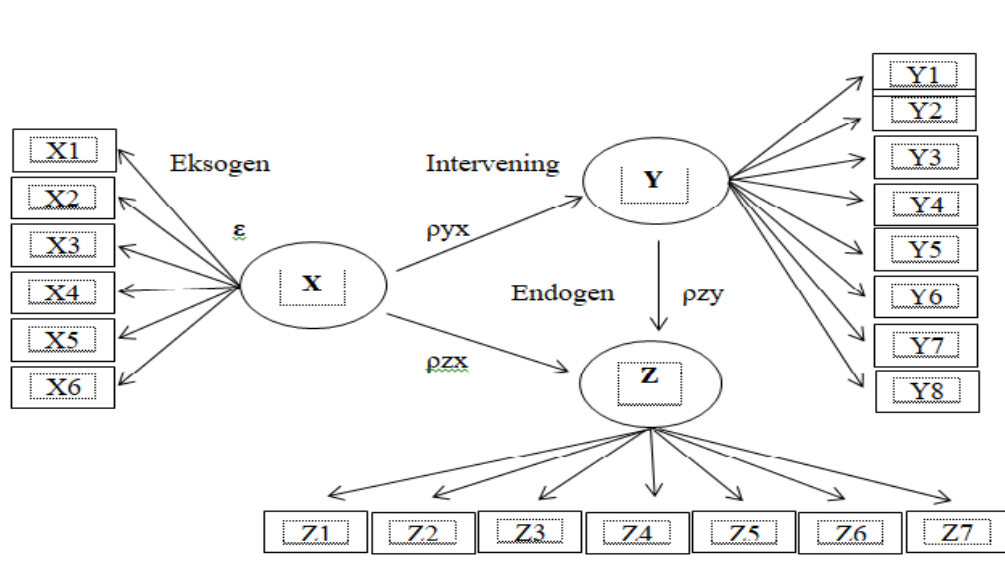


Figure 1. Path analysis research model

The path diagram above shows the direct and indirect effects of each variable. Direct effect is the influence of an independent variable on the

dependent variable without repetition on other variables called intervening variables ((Imam and Ghozali, 2015). There are two types of relationships in which exogenous variables influence endogenous variables directly or indirectly through connecting or mediating variables:

1. The direct path is the relationship between exogenous and endogenous latent variables where only the direct influence of the two latent variables is tested.

$$Y = \rho_{yx} \cdot X + \varepsilon$$

$$Z = \rho_{zx} \cdot X + \varepsilon$$

$$Z = \rho_{zy} \cdot Y + \varepsilon$$

2. Indirect Path This relationship explores the indirect effect of exogenous and endogenous latent variables through mediating latent variables, and the relationship between exogenous and endogenous latent variables through mediating variables (Ghozali, 2006).

Indirect Path (Indirect Path) is from X to Z through Y, or more simply can be seen as follows:

$$Z = \rho_{zx} \cdot X + \rho_{zy} \cdot Y + \rho_{zx} \cdot X \cdot \rho_{zy} \cdot Y + \varepsilon$$

Testing the structure model is carried out to examine the relationship between latent constructs. Analysis on PLS is done with the Outer Model, Inner mode and hypothesis testing.

Outer Model

The outer model specifies how each indicator relates to other variables, this model tests as follows:

- a. Convergent Validity, namely the loading factor value on latent variables with indicators. The loading factor value > 0.7 is said to be ideal and the loading factor value > 0.5 is still acceptable. Average variance extracted (AVE) is the expected value > 0.5
- b. Cronbach Alpha, namely the expected value > 0.6 for all constructs.
- c. Composite Reliability, namely data with a value of > 0.70

Inner Models

The Inner Model is to obtain information about how much influence the independent latent variables have on the dependent latent variables, and the significance test is to test the significance value of the relationship or influence between variables (Ghozali, 2015). Tested with R-square, F-square, path coefficient and Goodness of fit.

Hypothesis testing

After performing various external and internal model estimates, the next step is hypothesis testing. Hypothesis testing is used to determine the direction of the relationship between endogenous and exogenous variables. This test is carried out using path analysis. The results of the correlation

between constructs are measured using the path coefficient. To see the results of simultaneous hypothesis testing, it can be seen that the path coefficient and p-value on the total effect are generated by processing variable data simultaneously. The following is used as the basis for decision making, namely P-value < 0.05 : H_0 is rejected, meaning that endogenous variables have a significant effect on exogenous variables. P-value ≥ 0.05 : H_0 is accepted, meaning that it has no significant effect on the endogenous variables on the exogenous variables.

RESULTS AND DISCUSSION

Characteristics of Respondents

Characteristics (age, years of farming, education) are influential factors in determining the employment of the younger generation to work in the agricultural sector. According to the perception of the younger generation, being a farmer is tiring compared to non-agricultural work, because as a farmer you need to work outside under hot or rainy weather (Werembinan et al, 2018). In Salamah et al. 2021 research, the results showed that the contribution value of the young agricultural workforce from 2014 to 2019 tended to decline. Efforts to increase the interest of the younger generation can be done in various ways, such as improving education, creating young entrepreneurs in the agricultural sector and providing incentives in the agricultural sector to attract the interest of the younger generation to work in the agricultural sector.

The following is characteristic data from millennial farmer ambassadors as respondents in this study. The researcher will describe the characteristics of the respondents based on gender, education level, marital status, parents' occupation (father's and mother's occupation) and venture capital:

Table 3. Table of Characteristics of Millennial Farmer Ambassadors

Characteristics	Criteria	Amount	Persentase %
Gender	Man	79	83
	Woman	16	17
Education	SD	6	6
	SMP	24	25
	D3	9	9
	S1	52	55
	S2	4	4
Marital status	Married	73	77
	Not married yet	22	23
Father's occupation	Farmer	65	68
	Private	16	17
	civil servant	14	15
Mother's occupation	Farmer	53	56
	Private	32	34
	civil servant	10	11

Characteristics	Criteria	Amount	Persentase %
Venture capital	Independent	77	81
	Grant	12	13
	Borrow	6	6

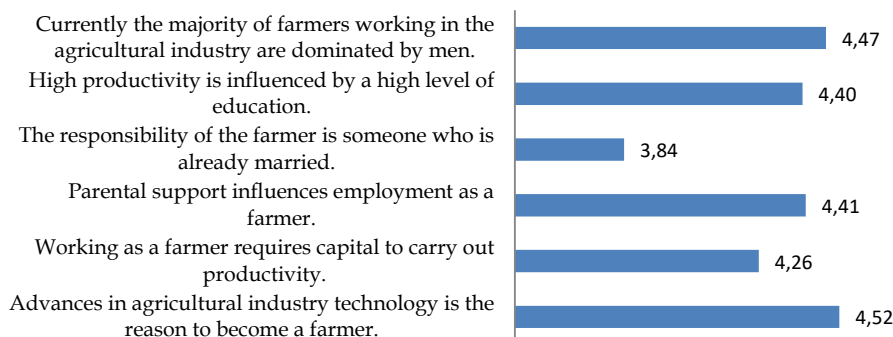
Source: Primary data processed (2023)

Descriptive Analysis

1. Factors that influence Perception

The factors that influence the perceptions of the millennial farmer ambassadors for the millennial farmer program consist of gender, education, marital status, parental support, business capital and technology. Each factor has a statement that has been responded to by the millennial farmer ambassador so that the results will be discussed by the author. . The following are the results of Millennial farmer ambassadors' responses:

Factors Influencing Perception



Source: Primary data processed (2023)

Figure 2. Graph of Factors Influencing Perceptions of Millennial Farmer Ambassador Program.

Based on the graphic images regarding the factors that influence the perceptions of the millennial farmer ambassadors towards the millennial farmer program, it can be seen that each statement gets a very high average score. This shows that millennial farmers have a very good perception of the millennial farmer program:

- 1). Gender also determines how millennial farmers work. Agricultural work requires a lot of energy and can damage appearance, because the workplace is exposed to hot sun and is dirty, so it is more suitable for men, so that gender also influences the identity of millennial farmers who are dominated by the male sex.
- 2). The level of education is one of the factors that influences perceptions of the millennial farmer program because the level of education influences the mindset and openness of millennial farmers in receiving information and innovation. The higher a person's level of education, the better their ability and

reasoning in solving problems. The higher the level of education, the broader the horizons of the younger generation, so that the lack of interest of the younger generation in agricultural activities becomes greater (Werembinan, 2018), as well as in this research, those with higher education as farmers even up to a master's degree.

3). Marital status is the status of young farmers which is distinguished between married status, single status and widow or widower status. So, judging from the marital status, it can be understood the level of maturity of young farmers in choosing jobs and their responsibilities for doing business in the agricultural sector, because married status is the reason for the participation of young farmers in the millennial farmer program.

4). The influence of parents on children's decisions affects children's work in the future. Parents' jobs can provide an idea for children to work in the same field as their parents or have different interests. In this research, the parents' jobs were differentiated as farmers, private sector, civil servants or other jobs. The impact of parents' work will affect children's activities, including the work of the parents of millennial farmer ambassadors, more than 50 percent of whom are farmers. For children, parents are the first figures in their lives, so the role of parents is very determining in children's decisions. This will also show that there are high hopes from parents or families to continue their agricultural business (Suseno, 2021). The pride they feel as farmers is of course expressed by the younger generation who have started to participate in managing their parents' farming business or have even decided to have their own farming business (Firmansyah, 2022).

5). Business capital for young farmers who want to start and establish a business in the agricultural sector faces challenges that are not easy, namely the problem of capital. Young workers newly entering the agricultural sector have limited financial access to venture capital unless they inherit or work with venture capital from their parents. Millennial farmer ambassadors have more business capital independently than grant and loan business capital. This is in accordance with independence which is considered as a characteristic of millennials (Hamdani, 2020).

6). Technology developed by millennial farmer ambassadors in each subsector they choose in farming activities. According to (Iskandar et al., 2019) the level of farmer perception has a significant and direct effect on the level of technology application. It is hoped that the millennial farmer program activities will be able to introduce and form a good perception of technology so that it will increase the percentage of technology application. In research (Mamilianti, 2020) regarding information technology which is useful in farming activities, especially for price and market information.

In research (Fitriyana et al, 2018), the perception of young farmers in the form of formal education is in the high category, the majority's family environment is in the medium category, the majority's social culture is in the low category,

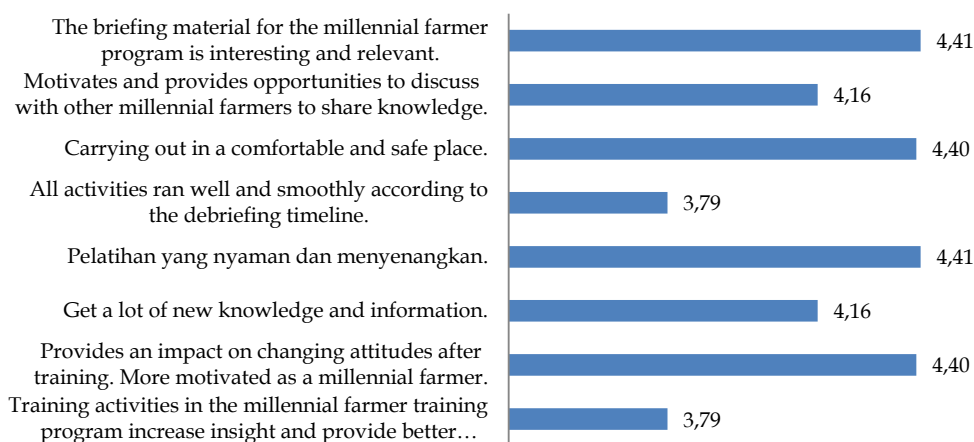
while non-formal education, primary social environment, secondary social environment, and the majority of cosmopolitans are in the very low category. Research (Ilyas, 2022) shows that in the five years from 2016-2020 the agricultural production index has always increased, while agricultural digitalization is still minimal, one of which can be seen from the low number of people using the internet and the low number of millennials who are interested in becoming farmers.

2. Young Farmer Perceptions of the Millennial Farmer Program

The perception approach to the millennial farmer program, namely the activities that have been carried out by the millennial farmer ambassadors in coaching and training activities, in the two program activities will be seen how the millennial farmer ambassadors perceive. The following are the results of the statement values regarding the millennial farmer program.

The millennial farmer program consists of two activities and is attended by millennial farmer ambassadors representing each region. These activities are coaching and training, both activities are part of education which includes learning to acquire and improve skills outside the applicable education system in a relatively short time, using methods that prioritize practice rather than theory (Soekaryanti 2000).

The Perception of Millennial Farmer Ambassadors



Source: Primary data processed (2023)

Figure 3. Graph of Millennial Farmers' Perceptions

1). The material with a very high response is 4.41 which means that it strongly agrees with the statement. This also means that the material obtained by the millennial farmer ambassadors when participating in debriefing

activities at the millennial farmer program was well received, the material received was in accordance with what the millennial farmer ambassadors expected. 2). The speaker received a very high response with a score of 4.16 which means the millennial farmer ambassadors strongly agree with this statement. It can also be interpreted that the speakers presented at the debriefing activities in the millennial farmer program really satisfy the millennial farmer ambassadors. The presenters are felt to provide motivation to try farming and provide insight into agricultural science. 3). Place also received a very high response of 4.40 which means the millennial farmer ambassadors strongly agree with this statement. It can also be interpreted that the venue for the debriefing activities in the millennial farmer program is very comfortable and safe for the millennial farmer ambassadors. Central government activities will provide facilities for each activity. 4). Implementation received a high score of 3.79, which means that this statement was approved by the millennial farmer ambassadors. Compared to the other statements, the statement on implementation received the lowest score but was still in the high category, which means that the overall results of the data calculation are agreed. So that the results of research and data processing show that perceptions of the millennial farmer program training activities are very good and their perceptions of training activities are positive (Soekaryanti, 2000).

Training activities with indicators that are able to explain the assessment of millennial farmer ambassadors for training activities consisting of Reaction, Learning, Behavior received very high scores and high score results. It can also be concluded that the perceptions of the millennial farmer ambassadors towards the millennial farmer program training activities are very good and positive. The following is an explanation of each indicator: 1). Reaction received a very high response of 4.41, which means that the millennial farmer ambassadors strongly agree with the researcher's statement. The reactions obtained at the millennial farmer program training activities were felt to be very comfortable and fun to follow. 2). Learning received a very high response of 4.16, which means that the millennial farmer ambassadors strongly agree with the researcher's statement. The lessons learned by the millennial farmer ambassadors in the millennial farmer program training activities greatly provide additional knowledge and update information related to agriculture. 3). Behavior received a very high response of 4.40, which means that the millennial farmer ambassadors strongly agree with the researcher's statement. It can also be interpreted that the impact of the training on the millennial farmer program is that there are new habits that the millennial farmer ambassadors try to be more confident in giving influence as millennial farmer ambassadors who are expected to be able to drive other young farmers. 4). The result received a high response of 3.79, which means that the millennial farmer ambassadors agree with the researcher's statement. To be able to assess the results of the millennial farmer program training activities, in principle, it still

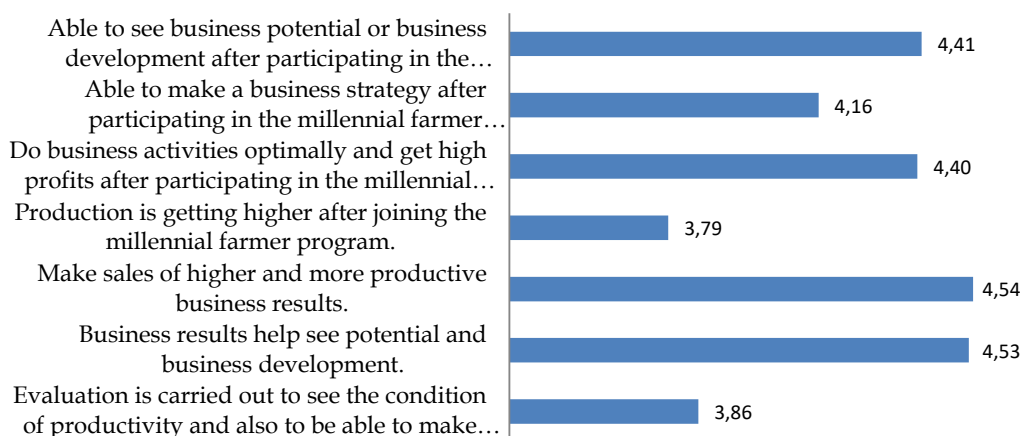
requires a long process, so the results still get a lower value than the other statements but are still in the approved category.

These four explanatory indicators scored very high, meaning that the millennial farmer ambassadors had a positive perception of the training activities held by the ministry of agriculture which as a whole it can be concluded that this training activity was very good for the activities of the millennial farmer ambassadors. The perceptions obtained regarding the training activities were very positive, accepted by the millennial farmer ambassadors.

3. Business activities for Millennial Farmer Ambassadors

Agricultural entrepreneurship can be classified as a new phenomenon in the current economic climate (Mujur, 2014). In research (Soenarsono et al, 2002) Entrepreneurship is the process of identifying, developing and implementing a vision. A vision can be an innovative idea, opportunity, or better way of doing something. In this research, the discussion in business studies is related to business planning and business activities. To attract the younger generation to the agricultural sector, there are three main factors that must be considered, namely productivity and profits of agricultural businesses, available work opportunities, and job comfort and satisfaction (Susilowati , 2016). In Qodrotullah's (2020) research, perceptions of entrepreneurship in the agricultural sector are significant. The following are the results of research on the perceptions of millennial farmer ambassadors regarding business studies. Kumar (2014) agricultural entrepreneurship, especially those that prioritize agricultural products, are important for the formation of new agribusiness, agricultural supply chains, and overall economic growth in countries with large populations, can be very necessary to achieve the expected economic changes.

Millennial Farmer Business Activities



Source: Primary data processed (2023)

Figure 5. Graph of business activities on millennial farmer

Business planning which has a high and very high value means that the business activities of the millennial farmer ambassadors after participating in the millennial farmer program have an effect on their business activities, as explained in each of the following indicators:

- 1) Potential with the statement "Being able to see business potential or business development after participating in the millennial farmer program" with a very high score of 4.41 means that the millennial farmer ambassadors strongly agree with the researcher's statement. The ability of millennial farmers to see the interests of millennial farmers in choosing work interests as a farmer.
- 2) Strategy with the statement "Being able to make a business strategy after participating in the millennial farmer program" with a very high score of 4.16, which means that the millennial farmer ambassadors strongly agree with the researcher's statement. With the debriefing and training activities from the millennial farmer program by the ministry of agriculture, young farmers can add to the environment with the same goal, the same business that can exchange information with the gathering of millennial farmer ambassadors representing each region. It is hoped that young farmers will be able to make or become more interested in making business strategies after participating in the millennial farmer program
- 3) The target with the statement "Conduct business activities optimally and get high profits after participating in the millennial farmer program" with a high value of 4.40, which means that the millennial farmer ambassadors agree with this statement. The activity of making achievement targets is a reflection of the character of a visionary millennial farmer, being a young farmer with a higher education utilizing knowledge to become an entrepreneur in the agricultural sector.

Business activities where the results obtained by researchers can be seen that the results are very high with indicators

- 1) Production with the statement "Production is getting higher after participating in the millennial farmer program" with a high value of 3.79, which means that the millennial farmer ambassadors agree. In line with Nurhayati et al., research (2020), the majority of farmers have the response that PTT technology can increase production, save farmers' working time, reduce the risk of pest attacks and plant diseases thereby reducing farmers' worries about the risk of crop failure. In the activities of millennial farmers which consist of debriefing and training so that they can help make agricultural entrepreneurship strategies.
- 2) Sales with the statement "Selling higher and more productive business results" obtained a value of 4.45 which is a very high value, which means that the millennial farmer ambassadors strongly agree. Productivity is part of the attitude of millennial farmers so that in the research of Suriadi et al (2020) that the higher or better the attitude of the millennial generation, the higher or

better the interest of the millennial generation to do agricultural business. As the opinion of Kilmanun and Astuti (2019) in their research stated that the agricultural sector needs to adapt to technology 4.0 to answer the challenges going forward. This is because agriculture is impossible to meet the needs of a growing population without technology.

3) Results with the statement "Business results help see potential and business development" with a very high value of 4.53, which means strongly agree. Farmers' perceptions of relative advantage are generally in the very good category. The majority of farmers have a response that PTT technology can increase production, save farmers working time, reduce the risk of pest attacks and plant diseases thereby reducing farmers' concerns about the risk of crop failure according to (Iskandar et al., 2020).

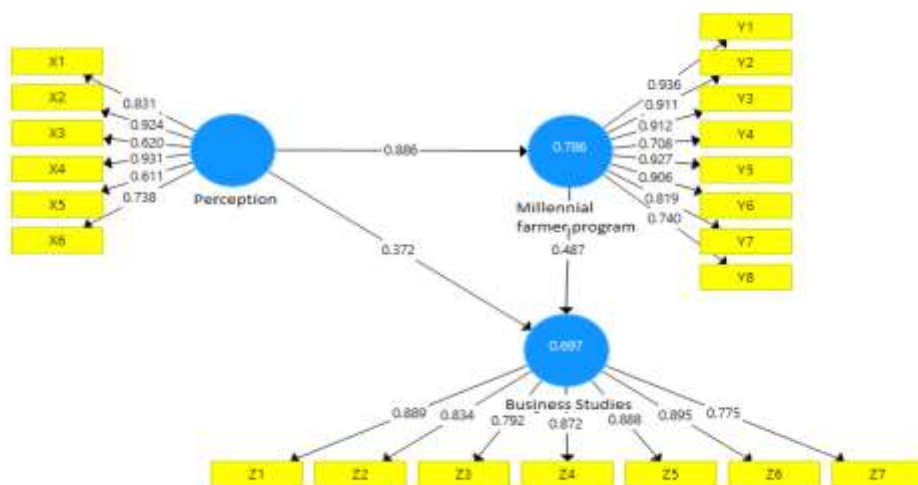
4) Evaluation with the statement "Conducting an evaluation is carried out to see the condition of productivity and also be able to make decisions in the next business season" with a high value of 3.86 which also means agree. these four statements got high results, which means that the influence of the perceptions of millennial farmer ambassadors on agricultural entrepreneurship activities is very good (Losvitasari et al., 2017).

This is not in line with research results from (Febrianti, 2020), stating that characteristics are not related to perceptions because when a farmer enters entrepreneurship in the agricultural sector it tends to be of his own free will and because the characteristics studied are almost the same, the perceptions between young farmers are not much different from each other. other. Uneze (2013) stated that entrepreneurship in the agricultural sector (agripreneurship) is a specific business concept in the agricultural sector. For agriculture-based countries, developing agricultural entrepreneurship is a very important and prioritized goal.

Path Analysis

Path analysis is used to analyze the pattern of relationships between variables with the aim of knowing the direct and indirect effects of the independent (exogenous) variables on the dependent (endogenous) variable according. The path graph model is built based on the variables studied, in research.

In this study, the factors that influence the perceptions of the millennial farmer ambassadors for the millennial farmer program have a value of 0.886, which means that they have a significant positive effect, as well as business activities, although they have a value of 0.372 which is much lower but still significantly and positively influential. Apart from that, in the millennial farmer program for business activities, a positive value of 0.487 was found to have a significant effect.



Source: Results of SmartPLS Data Processing

Figure 6. Path Analysis Model

Next will be a discussion related to the results of the analysis on PLS which is carried out by testing the Outer Model, Inner mode and testing the hypothesis as follows:

1. Outer Models

The outer model specifies how each indicator relates to other variables, this model tests as follows:

a. Convergent Validity, namely the loading factor value on latent variables with indicators. The loading factor value > 0.7 is said to be ideal and the loading factor value > 0.5 is still acceptable. The loading factor value in each construct is above > 0.5 , some other values are above > 0.7 , which means it is ideal and acceptable. Based on these criteria, if the loading factor is below 0.50, it will be dropped from the model (Imam and Ghozali, 2015).

Table 4. Factor Loading Value

Variable	Perseption	Programe	Business Activity	Information
Indicator	0,831	0,936	0,889	Valid
	0,924	0,911	0,834	
	0,620	0,912	0,792	
	0,931	0,708	0,872	
	0,611	0,927	0,888	
	0,738	0,906	0,895	
		0,819	0,775	
		0,740		

Source: Primary data processed (2023)

All tests obtained a value above 0.5, there was only one value below 0.5 but it was still acceptable, so the test could be carried out because all

statements on the millennial farmer program variables were declared valid and met the criteria.

b. Average variance extracted (AVE), namely the expected value > 0.5 . Cronbach Alpha, namely the expected value > 0.6 for all constructs. Composite Reliability, namely data with a value of > 0.70

Table 5. Value Resul AVE, *Composite Reliability dan Cronbachs Alpha*

Test	Perseption	Programme	Business Activity	Information
AVE	0,619	0,742	0,723	Fit
<i>Composite Reliability</i>	0,904	0,958	0,948	Fit
<i>Cronbachs Alpha</i>	0,870	0,949	0,936	Fit

Source: Primary data processed (2023)

In table 5. the results of the Cronbachs alpha values for all variables obtained for the construct values above > 0.5 all and the results for the composite reliability value of all construct variables are above > 0.7 much higher for all constructs compared to the Cronbachs alpha value, which means that the construct fulfills reliability test requirements (Ghozali 2015). On all the test results on each variable value, the results are declared fit and can be carried out for further testing.

2. Inner Models

Inner Model to obtain information on how much the dependent latent variable is influenced by the independent latent variable, as well as the significance test to test the significant value of the relationship or influence between variables (Ghozali, 2015). Tested with R-square, F-square, path coefficient and Goodness of fit. So that from all tests you can see the results of the PLS assessment in the following table:

Table 6. Partial Least Square (PLS) Assessment Results

Test	Parameter	Mark	Information
<i>Inner Model</i>	<i>R-square</i>	0,786	Valid
	<i>F-square</i>	0,168	Valid
<i>Path Coefficient</i>	<i>T statistic</i>	3,053	Valid
<i>Model Fit</i>	<i>Square Residual (SRMR)</i>	0,081	Valid
	<i>Standardze Rood Mean</i>		
	<i>Normal Fit Index (NFI)</i>	0,693	Valid
<i>Goodness Of Fit</i>	<i>Indeks Gof</i>	2,214	Valid

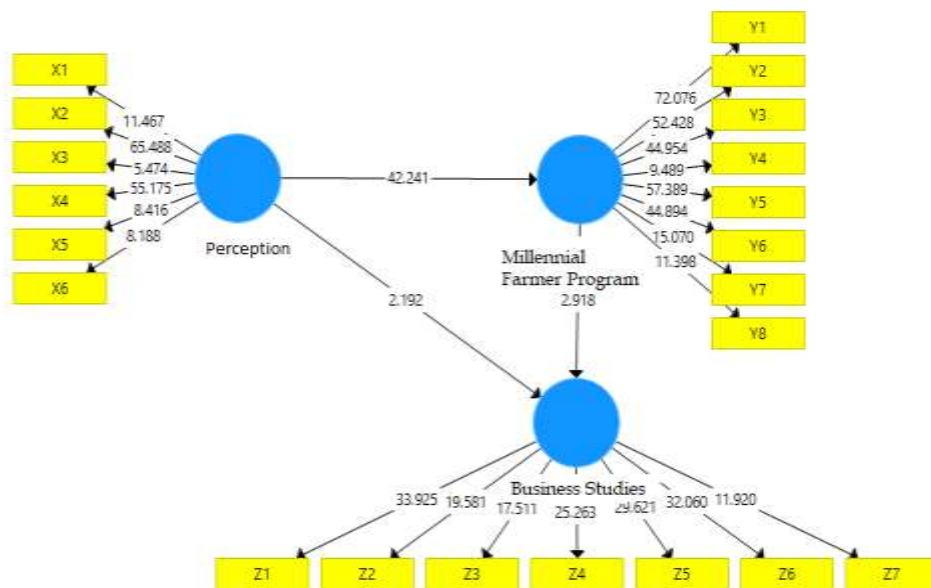
Sumber: Primary data processed (2023)

R-square used in assessing the structural model for each endogenous latent variable as the predictive power of the structural model. Testing of the structural model is carried out by looking at the R-square value which is a

goodness-fit model test. Based on the table above, the results show the R-square value (0.79) it can be concluded that the model is strong. This means that from the model built the dependent variable used 79% is able to explain the millennial farmer program variables, the rest are explained by other variables outside the research.

3. Hypothesis Testing

Researchers want to know the relationship between variables that have a direct or indirect effect, so a test related to Bootstrapping is carried out. The following are the results of testing the hypothesis from the Bootstrapping test presented in the image below:



Source: Results of SmartPLS Data Processing

Figure 7. Bootstrapping test results

In Figure 7. it can be seen that the Bootstrapping test results show that the overall value of each variable has a positive value, meaning that all variables have a significant relationship. Exogenous variables have a significant positive effect on endogenous variables, besides that, indirect variables also indirectly influence independent variables on dependent variables as intervening variables.

Testing the direct effect hypothesis aims to prove the hypotheses of the effect of a variable on other variables directly (without intermediaries). If the path coefficient value is positive it indicates that an increase in the value of one variable is followed by an increase in the value of another variable, if the path coefficient value is negative it indicates that an increase in the value of one variable is followed by a decrease in the value of another variable. The

hypothesis tested in this study is the perception and business activities of the millennial farmer program, the test results are in the table:

Table 5. Mark Original Sample (O), Sample Mean, Standard Deviation (STDEV) dan P-value

Variable Relations	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistics	P-value
Perception – Program	0,886	0,890	0,024	37,348	0,000
Perception – Business Activities	0,372	0,379	0,164	2,268	0,000
Program – Business Activities	0,487	0,480	0,159	3,057	0,002
Perception – Business Activity – Program	0,432	0,427	0,141	3,053	0,002

Sumber: Data primer diolah (2023)

The test results obtained show that all the relationships between the independent and dependent variables have all positive values. Original sample (O) all relationships show a positive direction, which means that all perceptions of the millennial farmer ambassadors towards the millennial farmer program and business studies are in a positive direction. The results show the test of direct and indirect effects:

1. The influence of the perceptions of the millennial farmer ambassadors on the positive millennial farmer program has a significant effect on the variables of the millennial farmer program with a statistical T value of 37.348 meaning that the perception of the millennial farmer ambassadors on the millennial farmer program is very good. The value that can be very high means that the perception of the millennial farmer ambassadors for the activities of the millennial farmer program is seen as an activity that provides benefits and helps their agricultural activities.
2. The influence of the variable perceptions of millennial farmers on the variables of positive business activities has a significant effect with a value with a T statistic of 2.268, which means that perceptions of the business activities of millennial farmer ambassadors are very good. This result is not in line with the results of research by Supriadi et al (2020) that the millennial generation is less interested in agricultural businesses. so that people depend on the market for their necessities of life, where all the basic materials needed will depend on the market, under these conditions agricultural business tends to be neglected and this will result in a food crisis in the future.
3. The influence of the millennial farmer program on positive business activities has a significant effect with a statistical T value of 3.057, which means that the millennial farmer program has an influence on the business activities of the millennial farmer ambassadors. In Qodrotullah's research, et al (2020) the perception of entrepreneurship in the agricultural sector is significant. Young farmers have a broader view of entrepreneurship in the agricultural sector. In

line with this research, that by participating in a series of millennial farmer program activities such as debriefing and training millennial farmer ambassadors have better views and expectations for their business activities. Education in the program obtained is able to provide insight into entrepreneurship for millennial farmers.

Indirect effect testing aims to prove the hypothesis of the effect of a variable on other variables indirectly (through intermediaries). If the value of the coefficient of indirect effect $>$ the coefficient of direct effect, then the intervening variable mediates the relationship between one variable and another. Conversely, if the indirect effect coefficient $<$ direct effect coefficient, then the intervening variable does not mediate the relationship between one variable and another variable.

4. The indirect effect on the perception of millennial farmers (X) on the business activity variable (Z) is influenced by the positive millennial farmer program (Y) with a statistical T value of 3.053. This means that the millennial farmer program indirectly influences millennial farmer perceptions of business activities. Suriadi et al (2020) stated that education for the millennial generation in agricultural business is needed so that agricultural business continues to increase. In line with the perceptions of the millennial farmer ambassadors in business activities after participating in the millennial farmer program, they gain additional insight into knowledge about entrepreneurship in the agricultural sector, with development and training activities in the millennial farmer program.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From the results of the study, the authors can conclude as follows:

1. The factors that have the highest influence on the perception of millennial farmers are the level of education and the influence of parent
2. The perception of millennial farmer ambassadors for millennial farmer business programs and activities is very high, which means very good.
3. Perceptions of millennial farmer ambassadors have a direct, significant and positive effect on millennial farmer programs and business activities, and perceptions of business activities indirectly also have a significant and positive effect on millennial farmer programs
4. The millennial farmer program has a significant and positive direct effect on the business activities of millennial farmers.

Recommendations

1. The perception of millennial farmer ambassadors is very good towards the millennial farmer program so that activities and training by the government are increasingly developing and achieving the goal, namely to foster regeneration of the agricultural sector.
2. The selection of millennial farmer ambassadors from villages who can also provide inspiration and enthusiasm for other village youth. because the research results show that millennial farmer ambassadors are the children of farmers who are also highly educated.
3. The millennial farmer program by the Indonesian Ministry of Agriculture has more and more interesting activities and training so that the millennial generation is interested in working in the agricultural sector.

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