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PERCEPTION OF THE YOUNGER GENERATION (GEN Z) TOWARDS THE FARMING PROFESSION CASE STUDY OF STUDENTS OF THE FACULTY OF AGRICULTURE, PATTIMURA UNIVERSITY

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Abstract
The negative perception of the younger generation towards the farming profession has the potential to threaten the sustainability of the national agricultural sector. This study aims to analyze the perception of Faculty of Agriculture students towards the farming profession and the factors that affect the interest of Generation Z using primary data in 2025 (n= sample from students). Descriptive analysis showed negative overall perceptions (mean 2.56, "Disagree" category), low on welfare (2.28), convenience (2.04), and prestige (2.19), but high on the role of food security (3.75). Feasible logistic regression model (Hosmer-Lemeshow Sig.=0.830; Nagelkerke R^2=0.244) revealed a significant influence of land ownership (B=1.240; Sig.=0.014) and family environment (B=-1.338; Sig.=0.027) on farming interests, while gender and parental occupation were insignificant. The findings emphasize the urgency of interventions to improve the image of the farmer profession to increase the interest of the younger generation.

Keywords: *interest, farming profession, perception, young generation*

1. INTRODUCTION

Maluku Province is still heavily dependent on the agricultural sector as a source of livelihood for the community, both in rural and urban areas. Even though technological developments and times continue to take place, people still depend on the existing natural potential. Agricultural development in Maluku not only focuses on increasing productivity, but also on the role of farmers as a strategic part of sustainable development through the improvement of human resources and the maintenance of natural resources. However, this sector faces major challenges related to farmer regeneration due to the low interest of the younger generation, especially Generation Z (born 1997-2012), in the farming profession. BPS 2023 statistics show that only 2.25% of farmers in Maluku are under 25 years old, while the percentage of farmers of productive age is more dominated by the elderly group.

At the national level, the agricultural sector is still the backbone of the Indonesian economy, providing the needs of food, board, and clothing for the people. However, the negative stigma attached to the farming profession, such as the perception that farming is hard work and lacks the promise of livelihood, makes this sector less desirable among the younger generation. The significant decline in the interest of young workers in the agricultural sector is also due to the perception of high risk and heavy workload. This has an impact on the declining participation of the younger generation in farming and hinders the goal of sustainable agriculture.

National data further corroborates this concern, with the proportion of young farmers aged 16–30 decreasing from 29.18% in 2011 to 19.18% in 2023, accompanied by an increase in older farmers. This

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condition has the potential to threaten the sustainability of agricultural productivity, food security, and the sustainability of agricultural development. Generation Z, which is a generation of digital natives with characteristics of quickly adapting to technology and a tendency to multitask, has a different preference for work than the previous generation, tending to stay away from work in the agricultural sector.

Research by Melina (2015) shows that young people still have a negative perception of the risks of business in farming. The assumption that working in agriculture is a very complicated, very difficult and tiring job to do has brought a negative perception to the youth. The lack of interest of the younger generation in the farming profession raises concerns about the loss of farmer regeneration (Arvianti, 2017).

The existence of the crisis of young farmers and the dominance of old farmers in the agricultural sector have a serious impact on sustainable agricultural development, especially on agricultural productivity, farmer income, market competitiveness, rural economic capacity, and will subsequently threaten food security and agricultural sustainability (Susilowati, 2016). In addition, according to Sembara (2009) in Rosalina *et al.* (2020), the low interest of the younger generation in agricultural activities can have an impact on the loss of farmer regeneration in the future, limited quality human resources and experts in the agricultural sector, increased dependence on foreign parties, and the emergence of the threat of food crisis. The phenomenon of the farmer regeneration crisis and the dominance of old age in the agricultural sector is a serious concern because its impact is widespread, ranging from a decline in productivity, market competitiveness, to rural economic capacity. The shift of young workers to the non-agricultural sector is also marked by a decrease in the number of new students at the Faculty of Agriculture of Pattimura University from year to year, indicating a decline in interest in exploring agriculture.

Facing these conditions, this study focuses on understanding perceptions and factors that affect the interest of the younger generation (Gen Z), especially students of the Faculty of Agriculture, Pattimura University of Ambon, in the farming profession. This study aims to describe their perception of the farming profession and identify the factors influencing this interest as a first step in supporting farmer regeneration and sustainable agricultural development in Maluku.

2. METHOD

This research was carried out at the Faculty of Agriculture, Pattimura University of Ambon, which is located on Jalan Ir. M. Putuhena, Poka Campus, Teluk Ambon District, Ambon City. The determination of the research sample was carried out using the porposive sampling technique of Sugiyono (2019).

2.1 Data Collection

Primary data in this study was obtained directly through interviews with respondents. The interviews were conducted to explore information related to the research objectives, especially regarding students' perceptions of the farming profession. The primary data source in this study is students of the Faculty of Agriculture, Pattimura University, who are hereinafter referred to as respondents. The data collected through interviews is used to obtain a real picture of the views, perceptions, and factors that influence students' interest in the farming profession. Thus, this primary data is the main source of information in supporting the analysis and conclusion of the research.

2.2 Data Analysis

The data analysis method used to answer the first research objective is to use the method The application of this method using the Likert Scale is used to measure the attitudes, opinions, perceptions and participation of a person or a group of people about social phenomena (Sugiyono, 2006 in Ahmad et al., 2022). Furthermore, the respondents' answers were scored based on the likert scale for quantitative analysis purposes, then scored as follows:

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Table.1.Measurement Scale

No	Remarks	Score
1	Strongly Disagree	1
2	Disagree	2
3	Quite agree	3
4	Agree	4
5	Strongly agree	5

Source : Sugiyono 2010

Perception analysis

Generation Z's perception of the farming profession is a case study of Faculty of Agriculture students conducted with an average score approach, as follows:

$$\bar{X} = \sum \left(\frac{Skor\ pernyataan\ x\ frekuensi\ skor}{n} \right)$$

Rentang Skala =

$$R_{s} = \frac{(m-1)}{m}$$

Description :
Rs = Scale Range
n = Number of Samples
m = Number of alternative answers for each item

Step 1: Determine the scale range, namely:

RS = $\frac{(M-1)}{M}$

Rs = Rs = = 0.8 $\frac{(5-1)}{5}\frac{4}{5}$

Step 2: The position of the assessment decision is taken based on the average score

Table 2. Average Score of Perception Assessment

Average Score	**Remarks**
1,0 – 1,8	Strongly disagree
1,8 – 2,6	Disagree
2,6 – 3,4	Doubts
3,4 – 4,2	Agree
4,2 – 5,0	Strongly agree

Source : Umar, 2005

Logistic Regression Analysis

Logistic Regression Analysis Logistic regression analysis is an analysis tool used to measure the extent to which independent variables influence independent variables, in this case the dependent variables are in the form of dummy variables (between 0 (zero) and 1 (one)). In logistics regression analysis, there is no need for a classical assumption test because in logistics regression analysis, a

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fit model analysis is produced that describes whether the data from this study is good for use in the study (Ghozali, 2011).

Testing the Feasibility of Regression Models

If the statistical value of Hosmer and Lemeshow's Goodness of Fit Test is equal to or less than 0.05, then the null hypothesis is rejected which means that there is a significant difference between the model and its observation value so that the model's Goodness fit is not good because the model cannot predict its observation value. If the statistical value of Hosmer and Lemeshow's Goodness of Fit Test is greater than 0.05, then the null hypothesis cannot be rejected and means that the model is able to predict the observation value or it can be said that the model is acceptable because it matches the observation data (Ghozali, 2006).

Coefficient of Determination

Cox and Snell's R Square is a measure that tries to mimic the size of R2 in multiple regression which is based on the probability estimation technique with a maximum value of less than 1 (one) so that it is difficult to interpret. Nagelkerke's R square is a modification of the Cox and Snell coefficients to ensure that the value varies from 0 (zero) to 1 (one). This is done by dividing the value of Cox and Snell's R2 by their maximum value. Nagelkerke's R2 value can be interpreted as R2 value on multiple regression. A small value means that the ability of independent variables to explain the variation of dependent variables is very limited. A value close to one means that independent variables provide almost all the information needed to predict the variation of dependent variables (Ghozali, 2006)

Logistic Regression Equation

The analysis tool used in this study is logistic regression. Logistic regression is a regression used to test whether the probability of the occurrence of a bound variable can be predicted with its independent variable (Ghozali2006 This analysis technique does not require a normality test and a classical assumption test on the independent variable. Logistic regression analysis, namely by looking at the influence of gender, land ownership, parental occupation, and family environment on the interest of the younger generation in the agricultural sector.

Research Hypothesis Testing

Parameter estimation and its Interpretation Parameter estimation uses Maximum Likehood Estimation (MLE).
Ho = b1 = b2 = b3 = ...= bi = 0
With ≠ b1 ≠ b2 ≠ b3 ≠... ≠ bi ≠ 0
The null hypothesis states that the independent variable (x) is not has an influence on the observed response variables (inpopulation). Testing of the hypothesis was carried out using α = 5%.
The rules of decision-making are (Ghozali, 2006):
If the probability value (sig.) is < α = 5% then an alternative hypothesis is supported.
If the probability value (sig.) > α = 5% then the alternative hypothesis is not supported.

3.RESULT AND DISCUSSION

3.1. Students' Perception of the Farming Profession

Perception is one of the psychological factors that affect a person's attitude and interest in choosing a job. According to Robbins (2015), perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. In this context, students' perceptions of the farming profession reflect how students view the value, status, and job

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prospects in the agricultural sector. From the results of the data processing, some of the perceptions of the Faculty of Agriculture students towards the farming profession can be seen in the table below.

Table .3. Perception of Agriculture Faculty Students on the Farming Profession 2025

Yes	Questions	Average Score	Description
1	I Feel Farming Profession is a job that promises a better life	2,28	Disagree
2	I Feel That the profession of farmer is an easy job	2,04	Disagree
3	I feel that the farming profession is an important job for the future to meet food needs	3,75	Agree
4.	I feel that the farming profession is a prestigious job	2,19	Disagree
	Flattening	**2,56**	**Disagree**

Based on table 3 above, the average research results show that in general, students of the Faculty of Agriculture have a perception that tends to disagree with the farming profession, with an overall average score of 2.56 which is in the "Disagree" category. It can be interpreted that students' attitudes towards the farming profession are relatively negative: they do not see the profession as an attractive, lucrative, or high-status career choice, although perhaps they recognize the important role of farmers in food supply.

P1's statement "the farmer's profession promises a better life" obtained an average of 2.28 so it was categorized as "Disagree". This can be interpreted that the majority of students do not see the farming profession as a job that is able to provide welfare or improve an adequate quality of life.

P2's statement "the farmer profession is a young job" (interpreted as an easy job to do) got an average of 2.04 and was included in the category of "Disagree". This means that students consider the work of farmers to be not an easy job, because it requires considerable energy, skills, and capital. This illustrates the perception of students that farming activities require physical abilities and special skills.

The P3 statement "the farmer profession is important for the future to meet food needs" has a score of 3.75 with the category of agree; This shows a strong recognition that farmers play a strategic role in food security. This means that students agree that the farming profession is very important for the future because it plays a direct role in providing food for the community. They realize that without farmers, food needs are difficult to meet and the country's food security can be disrupted.

P4's statement "the farmer profession is a prestigious job" obtained an average of 2.19 so it was categorized as "Disagree". Thus, the social image of the farmer profession in the eyes of students is still considered less prestigious than other professions, for example jobs in the formal or industrial sectors. These results illustrate that the social image of the farming profession among students is still relatively low and is not seen as a prestigious job." The findings indicate that students tend to consider the farming profession less prestigious when compared to professions in the formal and industrial sectors. This low perception of prestige has the potential to reduce the interest of the younger generation to pursue agriculture as a career choice.

3.2. Factors That Affect Generation Z's Interest in the Farming Profession

Generation Z's interest in choosing a farming profession is influenced by various factors. To find out the extent to which these factors affect Generation Z's interest in the farming profession, an analysis was carried out using logistics regression analysis.

Regression Feasibility Analysis

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The next thing to do is to assess the feasibility of the logistical regression to be used. The feasibility test of the logistics regression model was carried out using the Goodness of Fit Test measured by Chi-Square at the bottom of the Hosmer and Lemeshow test. The probability of significance obtained is then compared to the significance level (α) of 5%. The hypothesis for assessing the feasibility of the regression model is:
H0 : There is no difference between the model and the data
Ha : There is a difference between the model and the data

Based on the Hosmer and Lemeshow test results, the significance probability value is 0.830, which exceeds the 0.05 threshold; therefore, the null hypothesis (H_0) cannot be rejected. This result indicates that the regression model fits the data well and is suitable for further analysis, as no significant difference exists between the observed and predicted classifications.

Coefficient of Determination

The determination coefficient is used to find out how much the variability of independent variables is able to clarify the variability of dependent variables. The determination coefficient in logistics regression can be seen in the value of Nagelkerke R Square. The value of the Nagelkerke R Square can be interpreted as the value of the R Square on multiple regression. This value is obtained by dividing the value of Cox & Snell R Square by its maximum value.

Coefficient of Determination test results shows that the Nagelkerke R Square value is 0.244 which means that the dependent interest variable can be explained by the independent variable is 24.4% dependent able to be explained by the model, while the remaining 75.6% is influenced by other factors outside the model.

Logistic Regression Test Results

To test the hypothesis, a logistic regression test was used on all variables, namely gender, land ownership, parental occupation, family environment on the interest of the young generation in the agricultural sector.

Table 4. Logistic regression test results

Variables in the Equation						
		B	S.E.	Forest	df	Say.
Step1 a	GENDER	.371	.561	.438	1	.508
	LAND OWNERSHIP	1.240	.506	6.011	1	.014
	PARENTS' WORK	1.007	.555	3.294	1	.070
	FAMILY ENVIRONMENT	-1.338	.605	4.890	1	.027
	Constant	-1.243	.578	4.626	1	.031

Source: Data in Primary Processing (2025). SPSS

The influence of factors on Generation Z's interest in choosing a profession as a farmer.

1. Gender

The test results showed that the gender factor did not have a significant effect on Generation Z's interest in choosing a profession as a farmer. This can be seen from the value of B = 0.371 with a significance (Sig.) = 0.508, which means that gender does not have a significant influence on Generation Z's perception of the farming profession. This is in line with the research research of

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Wahyuni and Hendri (2015), that gender does not affect an individual's interest in choosing a profession as a farmer.

2. Land Ownership

The results of the above test show that the land ownership factor has a significant effect on Generation Z's interest in choosing a profession as a farmer. The table above shows a value of B = 1.240 with Sig. = 0.014 (<0.05) indicating that students who have access to or inheritance of land tend to have a positive perception and higher interest in the farming profession. This is in line with research conducted by Singal, A. G. *et al.* (2024) which emphasizes that land ownership is a strong determining factor for the younger generation in continuing the family farming business. Rahayu et al. (2024) Access to land ownership also affects Generation Z's interest in the agricultural sector compared to education and parental work.

3. Parenting Work

The test results showed that the work factor of parents did not directly affect Generation Z's interest in choosing a profession as a farmer. This can be seen in the table above, where the value of B = 1.007 with Sig. = 0.070 which means that the work of parents is not a significant factor in the perception of Generation Z in choosing a farming profession. However, Muflikhan's research (2024) shows that parental support for farming can create positive perceptions, but it is not directly a determining factor in farming interest. This is also in line with research by Zakaria 2025 The work of farmer parents does not directly encourage the involvement of the younger generation (aged 15-35 years), low interest even though the parents of farmers (contribution is only 1.73%).

4. Family Environment

The test results showed that the family environment had a significant effect on Generation Z's interest in choosing a profession as a farmer. The table above shows a score of B = 1.338 with Sig. = 0.027 (>0.05), which means that students who grew up in a farming family tend to have a positive perception of the farming profession and are more interested in continuing it. These findings are in line with research conducted by Ayuni and Awaludin (2025), which shows that the farming environment and family support are variables with a positive partial influence and play a very large role in increasing Generation Z's interest in farming.

5. CONCLUSION

Based on the results of the research, students of the Faculty of Agriculture tend to have a negative perception of the farming profession (average 2.56), especially related to welfare, convenience, and social prestige, even though they recognize their strategic role in food security. This has the potential to reduce the interest of the younger generation in agricultural careers, so efforts are needed to improve the professional image to support the sustainability of the national agricultural sector. Factors of gender, land ownership, parental work, and family environment simultaneously have a significant effect on Generation Z's interest in becoming farmers. Only land ownership and family environment had a significant positive effect, while gender and parental occupation were insignificant.

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