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## Strategy for developing the role of youth in agriculture of Soppeng district, South Sulawesi province

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**Abstract.** This article is motivated by the decreasing interest of young workers in the agricultural sector so that the average level of education of workers in this sector is much lower than in other sectors. This study aims to describe the role and perceptions of the youth and analyze strategies for developing the role of the youth in the agribusiness sector of Soppeng Regency, South Sulawesi Province. This research was conducted in Soppeng District on March to April 2019. The technique used in determining the sample in this study was snowball sampling. Data collection methods used were in-depth interviews, observations, and FGDs (Focus Group Discussion). The data analysis techniques used in this study were qualitative descriptive analysis and SWOT analysis. The youth prefer to be involved in supporting subsystems (private sector, government policy, BUMN, research and development, education, agribusiness infrastructure, credit and trading facilities) rather than in the marketing subsystems, farming, agricultural production, and processing facilities. The perception that the youth have in mind of the agribusiness sector in Soppeng district. The youth who are involved in agriculture sector for 0-2 years tend to be forced and they even consider it as a side job. Whereas, young people who have been involved for 2-7 years have made their profession as their priority. The strategy for developing the role of youth in agriculture in the agribusiness sector is to improve the capabilities of youth by establishing agricultural schools (vocational or campus), developing forums with specialized organizations focused on agriculture, and increasing government escort for the development of innovation technology and regulation of agricultural prices.

### 1. Introduction

Indonesia is known as an agrarian country due to its potential land in agriculture that is very good. Fertile soil, in a tropical climate that is very supportive of the cultivation of almost all types of plants in the world. Even with our intervention, plants can bear fruit outside the season, which is not much can be done in other countries. Active volcanoes are spread almost evenly across all regions, making our soil rich in nutrients needed by plants. But the agricultural sector is still not optimized. For example, to meet domestic rice needs, Indonesia must import from Thailand, soybeans must also import from other countries. One of the causes of import activities still occurring in Indonesia is the



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lack of individual attention in the agricultural sector. Agus et al. [1] stated that the non-agricultural industry is a sector that is not much sought after by the community, resulting in the mobility of the agricultural sector workers to non-agriculture. Tarigan [2] added that there are four domestic production sectors, namely agriculture, industry, mining, and trade (services). Of the four production sectors, the role of the agricultural sector in GDP in 1939 was more significant than the other areas at 61 percent, while the part or contribution of the other three sectors was only 39 percent. According to Umberto [3], the availability of high-quality human resources and competitive advantages is needed to enter a new era because each region will compete to strengthen the empowerment of the area and utilize its natural resources towards the prosperity of the community.

Youth plays an active role as a moral force, social control, and agent of change in all aspects of national development. The active part of youth as a moral force is actualized by fostering ethical and moral aspects in acting on every dimension of youth life, strengthening faith and piety and mental-spiritual endurance, and increasing legal awareness. As for social control, it is manifested by strengthening the national outlook, raising awareness of the responsibilities, rights, and obligations as citizens, raising a critical attitude towards the environment and law enforcement, increasing participation in public policy formulation, ensuring public transparency and accountability, and providing easy access to information.

The absorption of labor in the agricultural sector is still relatively high, due to the low absorptive capacity of the industrial sector workers. While the industrial area has rapid economic growth, this phenomenon will burden the agriculture sector. For example, during a financial crisis, employment in the agricultural sector is increased while other sectors experienced a significant decrease in employment [4].

According to Supriyati [5], the economic problems of agricultural employment so far are: (1) Increasing Agricultural Households, while agricultural land has decreased due to land conversion, so land ownership has declined; (2) Young and highly educated workers are increasingly reluctant to work in the agricultural sector; (3) The role of the agricultural sector in GDP has continued to decline, but there has not been a decline in employment absorption, so that the productivity of agricultural labor has fallen, and (4) Efforts to increase production still face various obstacles.

The shifting orientation of the village youth towards business, in meeting their needs, it has left a "wound" for agriculture in rural areas, which is only managed by older citizens with declining productivity [6]. The declining interest of young workers in the agricultural sector adds to the classic problem of agricultural employment, which is the low average level of education compared to workers in other sectors. Most rural people work in the agricultural sector. Rural communities who work in the agricultural sector are divided into several types of status, namely owner farmers, farm laborers, earning farmers (profit sharing), and tenant farmers. Soelaeman [7] states that rural communities are determined by their physical and social bases, such as collectivity, individual farmers (owners), landlords, farm laborers, pamaro, tenants, and others.

Agriculture cannot be separated from the concept of agribusiness, which is a unified business activity that includes one or the whole organization and activities ranging from the input, farming, processing of products, marketing, and support. Agribusiness activities are related to the relationship between humans and the environment and efforts to use and organize the environment as much as possible following the wishes. The relationship between humans and the environment in relation to agriculture is inseparable from the youth with the environment. The connection with this research is essential to see the involvement of youth in agriculture, especially on the concept of agribusiness that applies at the community level in Soppeng Regency, South Sulawesi.

It is a consideration that Soppeng Regency is one of the supporting regions of South Sulawesi agricultural products. As one of the visions of the Soppeng Regency government, it is strengthening the direction of agricultural policies that serve and are pro-farmers. One of the work programs of the Soppeng Regency Government is to encourage the improvement of religious life and the participation of youth and women in development.

Starting from the agricultural conditions and social problems of the youth mentioned above, the researcher intends to examine strategies for developing the role of youth in Soppeng Regency, South Sulawesi Province in agriculture.

## 2. Methods

### 2.1. Research location and time

This research was conducted in Soppeng Regency, South Sulawesi Province. Determination of the location is done purposively by deliberate with several considerations, given that Soppeng Regency is one of the supporting regions of South Sulawesi agriculture. As one of the visions of the Soppeng Regency government, it is strengthening the direction of agricultural policies that serve and are pro-farmers. One of the work programs of the Soppeng Regency Government is to encourage the improvement of religious life and the participation of youth and women in development, so it is necessary to conduct relevant research in particular strategies for developing the role of youth in agriculture in Soppeng Regency. This research was conducted from March to April 2019.

### 2.2. Samples determination

The technique used in determining the sample in this study is; snowball sampling with 17 informants. Snowball sampling is used in the sampling of data sources that were initially small in number but have not been able to provide complete data, so they have to find other people who can be used as data sources until the data is saturated.

### 2.3. Data collection

The interview used in this study was an in-depth interview with a representative informant. The number of informants chosen was 17 people. The researchers record every interview conducted using a voice recording device, pictures, or notes. After the interview method, listen and observe the results of the interview then pour in written form.

Observations were made during the study. The focus of observation is the condition of agriculture and the daily activities of farmers, especially youth.

The FGD conducted in this study was to invite youth elements involved in the agribusiness sector. Technically it starts with asking questions to the informant and continued with additional questions to get information that fits the purpose of the study. The FGDs were held in Warkop Ujung with 22 informants and Café Malaka Watansoppeng with 25 informants. FGD participants in attendance representing youth organizations, youth leaders, and youth who are considered capable of providing information according to the needs of research data.

### 2.4. Data analysis

Descriptive qualitative analysis was conducted to determine the results of the study before deciding the title of the review to direct observation in the field. A qualitative descriptive analysis was carried out to find out in-depth results and want to provide a complete picture, of how the role of youth plays and how people's perceptions of the role of youth in agriculture in the agribusiness sector in Soppeng Regency, South Sulawesi Province.

The SWOT analysis used is one of the techniques of analysis in interpreting the area of development, especially in very complicated conditions where external and internal factors play an equally important role. SWOT analysis is used to study the physical, economic, and social conditions of the research area and spatial structure. In this case, the SWOT analysis is used to find out the factor analysis, namely the potential (Strength), Problems (Weakness), Opportunities (Opportunities), and Threat (Threat) of the development strategy. Strengths and weaknesses are internal factors, while opportunities and threats are external factors.

Internal and external strategy factor analysis is the processing of strategic factors in the internal and external environment by giving weighting and rating to each vital element. This analysis is divided

into two namely, 1) Scoring is weighting in the domestic environment the level of importance is based on the amount of influence strategic factors on its strategic position, while the external environment is based on the possibility of having an impact on its strategic factors [8]. The amount of weight in each internal and external environment must amount = 1 (one), while the weight value, according to Freddy [8], is based on the following conditions: "Scale 1.0 (very important) to 0.0 (not important)" The average size of the weight depends on the number of strategic factors (5-10 strategic factors) used. 2) Rating. Rating based on the magnitude of the influence of strategic factors on his condition, according to Freddy (2018) are: "Scale from 4 (very strong) to 1 (weak)"

Variables are sequentially scaled, Very Strong (4), Strong (3), Average (2), and Weak (1). Positive variables (strength or opportunity variables) are scored from 1 to 4 by comparing with the average main competitor. While the negative variable is the opposite, if the weakness or threat is substantial (compared to the average of similar competitors), the value is 1, whereas if the threat value is small / below the average of its competitors its value is 4.

### 3. Result

#### 3.1. *The role of youth in agriculture in Soppeng regency*

Nowadays, the level of youth awareness as the hope of the nation to pursue backwardness should be higher. It must be the focus of activities that should be able to show the role of young people in development. Youth are the edge of national change, so the role of youth in this condition is directly involved in improving the nation's condition or continuing to learn to be an independent generation so that it can raise this nation from adversity.

Interviews were conducted on 17 respondents to get information about the form of the role of youth in agriculture in Soppeng district.

#### 3.2. *Youth perceptions of the role in agriculture*

Perception is the final process of observation of the sensing process, the process of receiving stimulus by the senses so that there is attention from the individual to realize something. Interviews were conducted on 17 respondents as information about the views of youth on the role in agriculture. The capital letter abbreviations in the results presented are the abbreviations of the names of each respondent, namely: NR (provider of production facilities), U (members of KTNA and traders), AA (members of KTNA and traders), AK (companion of rice farmers), A (smallholders), US (smallholders), NA (providers of production facilities), S (farm management), GR (supporting), AAK (supporting), ANA (collecting traders), ALA (supporting), RP (supporting), AR (farming and marketing), SB (supporting), AN (provider of production facilities, farming, supporting), NZ (farmer companion).

#### 3.3. *SWOT analysis results of the strategy for the development of youth's role in agriculture in soppeng regency*

Based on the results of the SWOT analysis (Table 1), it can be seen that the SO (Strength Opportunities) strategy by using the power to take advantage of opportunities can find plans for developing the role of youth in agriculture in the district of Soppeng. The SO strategy obtained is that agricultural development opportunities are increasing, youth technology development and innovation provide added value to the managed land to be productive, and youth income increases.

**Table 1.** Matrix of SWOT Analysis Results.

EXTERNAL / INTERNAL	Strength	Weakness
	<ol style="list-style-type: none"> <li>1. Youth are more open with novelty</li> <li>2. Youth must have close attention to technology</li> <li>3. Youth are more innovative and have support</li> <li>4. Youth are easier than friends around him</li> <li>5. The number of youth is adequate</li> </ol>	<ol style="list-style-type: none"> <li>1. Low level of youth education</li> <li>2. Youth ashamed to farm</li> <li>3. The assistance of youth involved in agriculture is still very low</li> <li>4. Government policies towards the existence of youth in the agricultural sphere are low</li> <li>5. There are no youth farmer groups/organizations that are supervising youth in agriculture</li> </ol>
Opportunities	SO Strategy	WO Strategy
<ol style="list-style-type: none"> <li>1. Agricultural land is still extensive</li> <li>2. The existence of an agricultural mechanization system</li> <li>3. Efforts to develop agriculture increasingly rapidly</li> <li>4. Competition between young people is lacking</li> <li>5. Agricultural SMEs are still lacking</li> </ol>	<ol style="list-style-type: none"> <li>1. Opportunities for agricultural development are increasing</li> <li>2. Youth technology development and innovation provide added value to the managed land to be productive.</li> <li>3. Youth income increases</li> </ol>	<ol style="list-style-type: none"> <li>1. initiating the formation of agricultural Vocational Schools and agricultural Campuses.</li> <li>2. An intense field school for youth.</li> <li>3. The formation of youth organizations in the area in the field of agriculture under the auspices of the government.</li> </ol>
Threat	ST Strategy	WT Strategy
<ol style="list-style-type: none"> <li>1. Long distribution of agricultural products</li> <li>2. There is no guarantee of price</li> <li>3. The price of agricultural facilities and infrastructure is not high in line with the prices of products</li> <li>4. Soil fertility decreases</li> </ol>	<ol style="list-style-type: none"> <li>1. Facilitating youth in online marketing and marketplaces</li> <li>2. Maximizing the assistance of agricultural facilities and infrastructure on target</li> <li>3. Encourage the creativity of youth organic farming</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing awareness of youth to take a proactive role in agriculture</li> <li>2. Running with the maximum role between sectors</li> </ol>

Sources: Primary Data (2019)

#### 3.4. Internal and external strategy factor matrix

Table 2 and Table 3 show the results of identifying internal and external strategic factors regarding the strategy for developing the role of youth in agriculture in Soppeng Regency, South Sulawesi Province.

**Table 2.** Matrix Internal Strategy Factor

Internal Strategy Factors	Score	Rating	ScoreXRatin g	Remarks
<b>STRENGTH;</b>				
- The number of youth is adequate	0,15	4	0,6	Human resources
- Youth have close attention to technology	0,10	4	0,4	Managing resources
- Youth are more innovative and have ideas	0,05	3	0,15	Finding innovation
- Youth easily influence their surrounding friends	0,05	3	0,15	Adding human resources
- Youth is open with novelty	0,05	3	0,15	Trying new invention
<b>PROBLEM;</b>				
- The low education level of the youth	0,20	1	0,20	Lack of agricultural knowledge
- Feeling ashamed to farm.	0,15	1	0,15	Social pressure
- Lack of Government policy towards youth presence in agriculture	0,10	2	0,20	Concerning youth farmers
- The assistance of youth involved in agriculture is still low	0,10	2	0,20	Introduction of youth field
- There is no forum that unites youth in agriculture (Farmer groups/organizations)	0,05	2	0,10	Lack of deployment Information
<b>Total</b>	<b>1</b>		<b>2,30</b>	

Sources: Primary Data (2019)

**Table 3.** Matrix External Strategy Factor

External Strategy Factors	Score	Rating	Score X Rating	Remarks
<b>OPPORTUNITY;</b>				
- Excessive farmland	0,18	4	0,72	Strength
- Agricultural mechanization system	0,10	4	0,4	Process Efficiency
- Low level of youth rivalry	0,20	4	0,8	The low number of participants
- Government supports agriculture developments	0,08	3	0,24	Added value
- Low numbers of SOEs	0,04	3	0,12	Require young entrepreneurs
<b>Threats;</b>				
- A long chain of agriculture product distribution	0,10	1	0,1	Need special attention
	0,13	1	0,13	Need regulation

- No price guarantees	0,11	1	0,11	Important for sustainability
- Soil fertility decreasing				
- Fee for agriculture facilities and infrastructures not worth the products income	0,06	2	0,12	Low level of power of purchasing
Total	1		2,74	

Sources: Primary Data (2019)

#### 4. Discussion

This research shows the role of youth in Soppeng district as seen from the subsystem of providing production facilities that involve procurement and distribution activities; youth activities include planning, management of production facilities, technology, and resources. Some young people who work in this subsystem are more dominant in the management and leasing of production facilities such as planting machines, tractors, harvesting machines, electric stoves, and others. This has an impact on the provision of production facilities or inputs for farming at the farm level. The business is carried out by fulfilling the criteria on time, right quantity, the right type, right quality, and correct product. So that aspect of farmers' needs is met in terms of production facilities.

Youth activities include management or fostering and developing farming activities. Including planning, site selection, commodities, technology, and farming patterns in order to increase primary production. Farm management and supervisory activities in Soppeng district are generally involved by landowners as landlords or groups of people who have specific commodity development initiatives. However, the process of direct farmer business in Soppeng district is dominated by elders as sharecroppers and very few young people. This subsystem is very emphasized on intensive and sustainable farming, which means increasing land productivity as much as possible by means of intensification without leaving the rules of preservation of natural resources, namely land and water. Besides that, it is also emphasized that commercial farming is not a subsystem farming, meaning that the primary production to be produced is directed to meet market needs in the sense of an open economy.

The third subsystem is the agro-industry/processing of agricultural products. This activity was very minimal in the youth of Soppeng district. Due to the lack of basic knowledge of processing is one of the reasons young people do not feel that they are participating. Besides that, the government assistance for Micro, Small and Medium Enterprises (MSMEs) is still lacking so many young perpetrators went bankrupt and did not continue their business. On the other hand, this subsystem increases the selling value of agricultural products so that it impacts on farmers' income and regional income. This subsystem is able to reduce fusion and increase the growth of young entrepreneurs. The results of the scope of this activity are not only simple processing activities at the farm level, but it involves all events ranging from post-harvest handling of agricultural products to the level of advanced processing with the intention to add value-added to the primary production. Thus the processes of stripping, cleaning, extracting, grinding, freezing, drying, and improving quality also support employment opportunities.

Youth involvement based on Law no. 40 of 2009 concerning youth that is the age range of 16-30 years in Soppeng district in the marketing subsystem is quite high [9]. The role of youth in the marketing subsystem includes marketing the results of farming and agro-industry both for the domestic and export markets. However, youth in this subsystem is seasonal, meaning that it only moves under certain conditions, generally during the harvest season.

Youth involvement in agriculture from all informants. The most participation of youth in the supporting agribusiness subsystem. It can be seen that youth are more likely to be interested in subsystems which support pre-harvest and post-harvest activities which include trading facilities, banking/credit, agribusiness counseling, farmer groups, agribusiness infrastructure, agribusiness

cooperatives, SOEs, the private sector, research and development, education and training, transportation and government policy. Youth activeness in supporting subsystems must be maintained by enhancing other subsystems.

The least involvement of youth is in processing subsystem in the agricultural product. From these results, it can be seen that the scope of the activity in question includes simple processing activities at the farm level and also involves all events ranging from post-harvest handling of agricultural products to the level of advanced processing. Results processing activities, including stripping, cleaning, extracting, grinding, freezing, drying, and improving quality, do require particular expertise. So that the yield processing subsystem is not so attractive to young people, however, in general, this subsystem arouses the creativity of interested ones; it can also be a way to solve unemployment by opening up many business opportunities. In some areas, the processing of agricultural products is pushed into business opportunities that are able to provide added value to regional income and increase community welfare.

In addition to the cultural factor of highly-shame in the Bugis tribe, the reluctance of youth is also caused by the condition of the surrounding community involved in agriculture is far from prosperous. One informant revealed that “we farm just to fill our free time; the income is far below compared to other jobs because the incomes are only to cover daily needs. But for savings or children's schools' fees, we couldn't afford, let alone the healthy costs if someone's sick. We have to do side jobs too so that we can save for them.” (interview with MF, 22 April 2019). The author found that the tendency of the community to consider the profession as a farmer is the lowest caste in the community. This is in line with the level of education of farmers who are still low.

The most youth involved in agriculture for 3-4 years. Whereas youth at least with a time of 0-1 years and 6-7 years. The level of participation for 0-1 years and 1-2 years shows that the desire of youth to engage in agriculture is only forced. That is because the level of saturation of youth in the field of agriculture and income that is considered not enough to meet the needs due to minimal income and low prices while the youth lifestyle is high. The level of participation for 2-3 years, 3-4 years, 4-5 years, 5-6 years and 6-7 years shows that the young man has made the priority of the profession in the agriculture sector in the agribusiness sector that he is involved in. That is because young people feel they already have venture capital from the process up to this stage and are more grateful for the profession they are in. Walgito [10] states that basically the process of formation of perception occurs in a person, but perception is also influenced by knowledge, experience, interests/motivation, and one's learning process.

Based on the results of the study, it appears that the appropriate strategy for developing the role of youth in agriculture in Soppeng Regency, South Sulawesi Province is Growth/Stability. This means that the strategy for developing the role of youth in agriculture in Soppeng district can be carried out by a strategy of concentration through horizontal integration. In addition, a stability strategy can also be carried out, meaning that the government maintains existing rules.

The government can initiate the formation of agricultural schools (vocational schools or campuses). It can be said that a crucial problem for young people is that they are left behind in the sense of education, which has a direct impact on mindset. In addition, it is necessary to form a special regional youth organization with a locus in the field of agriculture; almost no organization is engaged with a locus in agriculture, there is no place for youth to come together to unite perceptions regarding agriculture, and increased government guarding of price regulation of agricultural products, the development of technological innovations and youth motivation.

## 5. Conclusions and suggestions

The conclusions from the results of the study are: (1) Youths prefer to be involved in supporting subsystems (private, government policies, SOEs, research and development, education, agribusiness infrastructure, credit and trading facilities) than marketing, farming businesses, providers of production facilities and processing of agricultural products; (2) Youth perception on agriculture in the agribusiness sector in Soppeng district. Youth who are involved in agriculture for 0-2 years tend only

to be forced and regard it as a side job. While the youth involved for 2-7 years have made their profession a priority; (3) The strategy for developing the role of youth in agriculture in the agribusiness sector is to increase the capabilities of youth by establishing an agricultural school (SMK or campus), developing a forum with special organizations for youth focus areas in agriculture and increasing government oversight of the development of technological innovation and regulation of agricultural product prices. Youth need to be proactive in taking part in the progress of agriculture to maximize the role of inter-sectoral.

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