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MOTIVATION OF YOUTH IN CULTIVATING HORTICULTURE CROPS IN PLAYEN SUB DISTRICT, GUNUNGKIDUL REGENCY

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ABSTRACT

Human resource is a significant factor in agriculture development. One of the elements of human resources is youth. But, rarely number of young people involved in agriculture activities threatens agricultural development and agricultural sustainability. So that, commercial commodities are needed, one of which is horticulture crops to increase youth motivation. This research was conducted with the objective of knowing : 1) Motivation of youth in horticultural farming in Playen Sub-District Gunungkidul Regency, 2) Factors that has influenced youth to motivate on horticultural farming in Playen Sub-District Gunungkidul Regency. The basic method used in this research is analytical descriptive method with survey technique. Sampling method of this study used simple random sampling in four areas in the Ngunut village, Playen village, Plembutan village and Bleberan village. The total respondents were 60 youth. The analysis method used is the proportion test and multiple linear regression analysis with Backward method. The result showed that most youthhas a high motivation on horticultural farmingin Playen Sub- District Gunungkidul Regency. Its mean that the youth motivation on horticultural farming in Playen Sub-District was categorized want to horticultural farming. The relative advantages, interactions among youth and courage to take a risk positively affects motivation. Higher the horticultural farming's advantage higher the youth motivation on horticultural farming. Higher interactions among youth higher the youth motivation on horticultural farming and higher courage to take a risk higher the youth motivation on horticultural farming. Age, education, land area, youth cosmopolitan level and intensity following of extension have no significant effect on motivation.

Keywords: Youth, Motivation, Horticulture Crops, Farming, Human Resource

INTRODUCTION

The agricultural sector is a strategic sector that plays an important role in the national economy and the survival of the community as a provider of domestic food as well as the foundation for the development of other sectors. Mosher, cited in Widarta (2014), states that agricultural development is an integral part of economic and community development in general.

Agricultural development is capable of increasing farmers' income, improving farmers' welfare, satisfaction, and food security index. However, the increasingly modern era has posed several problems for the agricultural sector in Indonesia, namely the increasing scarcity of agricultural land and the disinterest of the younger generation in the agricultural field. The rate of land-use change is increasing because most people consider agriculture unable to meet the needs of the community due to low profits, so people prefer to use their land for businesses in other fields. On the other hand, the younger generation is currently not interested in jobs related to the agricultural sector. Yet, to develop agriculture, the continuity of the younger generation in pursuing a profession in agriculture is required. The regeneration of farmers is now increasingly spotlighted because the farmers who provide food for the Indonesian population are mostly farmers over the age of 40. These farmers are mostly from the older generation who are less responsive to changes and have limited knowledge and skills in what they can directly experience. Therefore, farmer regeneration is very important, not only to ensure the sustainability of agriculture but also to support modern agriculture using more advanced technology. Expectations for the younger generation are quite large in continuing and advancing the agricultural sector. However, young people consider that farming is a dirty and exhausting job. This view affects the interest of young people to become farmers. This is supported by the youth's habit of instant culture and wanting to produce quickly, while agriculture requires a long process, perseverance, and patience in facing internal and external risks.

Food sufficiency is one of the indicators of community welfare, while a low import value of a product can be a characteristic of good agricultural development. To stimulate economic growth, reduce income inequality, and eradicate poverty, it is hoped that better living conditions will be realized both materially and spiritually (Todaro 2000). The expansion of agricultural land and diversification of agricultural products are needed to avoid jeopardizing agricultural development (Anonymous, 1989 in Restutiningsih et al, 2016). The agricultural commodities used in diversification must be commercial in nature, one of which is horticultural commodities.

Horticulture is a potential commodity that has high economic value and market demand. Horticultural crops are also suitable for development in Indonesia due to the very supportive agro-climatic and agro-ecosystem conditions. Horticultural development makes a significant contribution to both the agricultural sector and the national economy, as seen from the Gross Domestic Product (GDP), the number of households relying on income from horticulture, labor absorption, increased community income, increased value and volume of international trade, and the availability of community food sources.

Horticulture plays an important and strategic role due to its function as a nutritious food source, a source of herbal medicine, and in improving the quality of life of the community. Therefore, it needs to be developed efficiently and sustainably (Bachri, 2017).

Horticultural crops offer broader and more promising market opportunities. In addition to supporting agricultural development, they can also attract the interest of the youth in cultivating horticultural plants.

Currently, horticultural farming is being intensively carried out in Gunungkidul Regency, including in Playen Sub-District. Playen Sub-District is a district in Gunungkidul that has a larger cultivation area for horticultural crops compared to other sub-districts in Gunungkidul Regency. Horticultural commodities that are currently the focus of the government are onions and chili peppers, as evidenced by the UPSUS program for onions and chili peppers. This is because these two commodities contribute to both national and regional inflation. Therefore, their development is essential. To meet the demand for horticultural products and ensure the sustainability of agriculture, it is necessary to encourage the youth to cultivate horticultural crops so that the production aligns with market demand. Therefore, it is crucial to study the motivation of the youth in agricultural development related to the cultivation of horticultural crops in Playen Sub-District.

METHOD

The methodology used in this research is an analytical descriptive method with a survey technique. The research was conducted in Playen Sub-District, Gunungkidul Regency. The selection of the research location was based on criteria that align with the research objectives. Playen Sub-District was chosen because it has a larger cultivation area for horticultural crops compared to other sub-districts in Gunungkidul Regency. Based on these criteria, four villages were selected that have a large number of youths engaged in horticultural cultivation. Additionally, these four villages are horticultural centers in Playen Sub-District, namely Ngunut Village, Playen Village, Plembutan Village, and Bleberan Village.

Sampling was done using the simple random sampling method, where samples were randomly taken from all the youth engaged in horticultural cultivation in Playen Sub-District, divided into four populations. Then, 15 respondents were randomly selected from each population, resulting in a total of 60 respondents. Data collection was carried out using observation, interviews, note-taking, and literature review methods. The data obtained are both primary and secondary data.

The data analysis used in this research employs quantitative data. Technically, this quantitative data analysis can be carried out to test the magnitude of motivation using a proportion test and to examine the influencing factors using multiple linear regression analysis. Before conducting these tests, validity and reliability tests are first performed on the questionnaire or measurement tools used in the research. The following are the tests and data analysis methods for each hypothesis to be tested:

Reliability and Validity Testing

Reliability and validity tests were conducted using SPSS 23.0 for Windows software. A questionnaire item is considered valid if its CITC (Corrected Item-Total Correlation) value is greater than the critical r value. The critical r value is determined by consulting the r-table with df = sample size − 2. In this study, the df value for the research variables is 58, and with a significance level of 0.05, the CITC value obtained is 0.254. Therefore, a questionnaire item is deemed valid if CITC > 0.254.

To determine the reliability of a variable, Cronbach's Alpha Based on Standardized Items (CABSI) is read. Reliability is considered high if the CABSI value is greater than 0.7. The closer the CABSI value is to 1, the more reliable the questionnaire is (Matondang, 2009).

Testing the First Hypothesis

The data analysis used to determine the level of motivation among farmers in the Playen Sub-District for engaging in horticultural farming employs the proportion test as follows:

a. Hypotheses Used:

Ho : M ≤ 50%

Ha : M > 50%

Explanation:

Ho: It is hypothesized that less than or equal to 50% of the youth in Playen Sub-District have a high motivation for horticultural farming.

Ha : It is hypothesized that more than 50% of the youth in Playen Sub-District have a high motivation for horticultural farming.

b. The test statistics are calculated using the formula:

Z hitung :

$$\frac{n-Po}{\sqrt{Po-1-Po}}$$

Explanation:

x: Number of youths with high motivation

n: Total number of samples (60 youth)

Po: Population proportion

c. 0.05 (5%), n = 60

d. Testing Criteria:

If Z Count ≤ Z table, then H0 is accepted, and Ha is rejected.

If Z Coun > Z table, then H0 is rejected, and Ha is accepted.

Testing the Second Hypothesis

This test is conducted to identify the factors that influence the motivation of farmers in Playen Sub-District in horticultural farming. Multiple linear regression analysis is used for the factors of age, education, land area, cosmopolitan nature of youth, intensity of attending extension programs, relative advantages, interactions among youth, and courage to take risks.

Multiple Linear Regression Equation:

Y=A+b1X1+b2X2+b3X3+b4X4+b5X5+ b6X6+b7X7+b8X8

Explanation:

Y: Motivation of Youths in Playen Sub-District

A: Constant Value

b1-b8 : Regression Coefficients

X1 : Age

X2 : Education

X3 : Land Area

X4 : Cosmopolitan Nature of Youth

X5 : Intensity of Attending Extension

X6 : Relative Advantage

X7 : Interaction Between Youths

X8 : keberanian mengambil resiko

b. Hypotheses Used:

Ho : X1=X2=X3=X4=X5=X6=X7=X8

Ha : X1≠X2≠X3≠X4≠X5≠X6≠X7≠X8

Explanation:

H0 : It is hypothesized that factors such as age, education, land area, cosmopolitan nature of youth, intensity of attending extension programs, relative advantages, interactions among youth, and courage to take risks do not influence the motivation of youth in Playen Sub-District in horticultural farming.

Ha : It is hypothesized that these factors do influence the motivation of farmers in Playen Sub-District in horticultural farming.

c. Testing Criteria:

Tests are performed using SPSS 23.0 for Windows, and the following analyses can be conducted:

1. R Square or the coefficient of determination indicates the percentage of the dependent variable that can be explained by the independent variables. For more than two independent variables, the adjusted R Square is used.

2. ANOVA and F-test are used to determine whether the independent variables jointly influence the dependent variable. The conclusion is as follows: if F calculated > F table, then the independent variables jointly influence the dependent variable.

3. test is conducted to determine the influence of each independent variable on the dependent variable. Decisions are made at the significance level α = 0,05 as follows:

If sig < α, Ho is rejected.

If sig ≥ α, Ho is accepted.

RESULTS AND DISCUSSION

Motivation of Youth in Horticultural Farming in Playen Sub-District, Gunungkidul Regency

Motivation is something that can drive a person to do something. This drive can come from within or outside the individual. Motivation arises due to the existence of needs; therefore, motivation in this study is divided into three categories, namely 1) Existence: The need to sustain one's own livelihood, 2) Relatedness: The need for a person to have relations with others, 3) Growth: The need for self-development.

This division is based on the ERG motivation theory proposed by Alderfer. Strong motivation will drive someone to achieve their

goals more effectively. Youth motivation is the foundation for engagement in horticultural farming. The motivation of youth in horticultural farming in Playen Sub-District will affect the performance of the youth in horticultural farming, thereby impacting the success of the farming venture. According to Alderfer's motivation theory, youth motivation is based on 1) The need to engage in horticultural farming to meet basic needs, such as income and food sources. 2) Having good relationships with fellow farmers, the community, and the government. 3) Improving skills, quality, and quantity of horticultural products. The motivation of youth in horticultural farming in Playen Sub-District can be seen in Table 1.

Table 1. Motivation of Youth in Horticultural Farming in Playen Sub-District, 2018

No	Indicator	Score Interval	Average Score	Motivation Level (%)	Variable Category
	A. Existence				
1	Desire to meet family's food needs	0-5	3,80	76,00	Want
2	Desire to meet family's clothing needs	0-5	4,07	81,40	Really Want
3	Desire to meet family's housing needs	0-6	3,83	63,83	Want
4	Desire to secure future living needs	0-6	3,85	64,17	Want
5	Desire to earn a higher income	0-5	4,23	84,60	Really Want
6	Desire to have savings	0-5	3,83	76,60	Want
7	Desire for a more prosperous life	0-5	3,90	79,00	Want
	Total A	0-37	27,51		
	Average A			75,09	Want
	B. Relatedness				
1	Desire to expand relations with fellow farmers	0-5	3,90	78,00	Want
2	Desire to expand relations with extension workers and government	0-5	3,77	75,40	Want
3	Desire to receive information from extension workers	0-5	3,77	75,40	Want
4	Desire to be valued and respected by the community	0-4	1,83	45,75	Hesitant
5	Desire to help other farmers	0-5	3,93	78,60	Want
	Total B	0-25	17,20		
	Average B			70,63	Want
	C. Growth				
1	Desire to develop new technology	0-4	2,43	60,75	Hesitant
2	Desire to improve the quality and quantity of horticultural products	0-5	4,07	81,40	Really Want
3	Desire to advance the agricultural sector in Playen Sub-District	0-6	3,82	64,67	Want
4	Desire to create job opportunities for others	0-4	2,60	65,00	Want
	Total C	0-19	12,92		
	Average C			67,95	Want
	Total (A+B+C)	0-80	57,63		
	Average (A+B+C)			71,22	Want

Source: Primary Data Analysis, 2018

Based on Table 1, the motivation level of the youth in horticultural farming in Playen Sub-District stands at 71.22%. This suggests that the youth in this area are inclined towards engaging in horticultural farming. Breaking it down by components, the "Existence" aspect has the highest average at 75.09%. This indicates that the primary motivation for the youth to take up horticultural farming is to meet their families' basic needs, largely because most of these youth primarily work as farmers. The "Relatedness" aspect follows with an average score of 70.63%, implying that through

horticultural farming, the youth aim to establish good relationships with their peers, fellow farmers, the community, and the government. The "Growth" aspect has the lowest score at 67.95%, which suggests it is the least motivating factor for these youth. This is mainly because most of them lack extensive experience and are still in a learning phase. Additionally, these individuals often lack sufficient capital, which makes them focus on improving the quality and quantity of their horticultural products. The distribution of youth based on their motivation for horticultural farming in Playen Sub-District is further detailed in Table 2.

Table 2. Distribution of Youth Based on Motivation in Horticultural Farming in Playen Sub-District, 2018

No	Motivation Category (score)	Number of Individuals (people)	Percentage (%)
1	Very Unwilling (0-16)	0	0
2	Unwilling (17-32)	0	0
3	Uncertain (33-48)	11	18,33
4	Willing (49-64)	47	78,33
5	Very Willing (65-80)	2	3,33
Total		60	100,00

Source: Primary Data Analysis, 2018

78.33% of the youth are willing to engage in horticultural farming, while 3.33% are very willing. The remaining 18.33% are uncertain about engaging in horticultural farming. The youth have high motivation for horticultural farming due to its high economic value and quick return on investment. This high level of motivation is also influenced by culture and environment. Most of the youth who participated in the study come from farming families, so agricultural activities are not new to them and have been part of their lives since childhood. Furthermore, horticultural farming can be used to expand their network with other farmers, farming groups, and the government. Engaging in horticultural farming is seen as fulfilling the youths' needs in the aspects of existence, relatedness, and growth.

The first hypothesis to be tested concerns the level of motivation among the youth in horticultural farming in the Playen Sub-District. The hypothesis in this proportion test posits that more than 50% of the youth in the Playen Sub-District are highly motivated to engage in horticultural farming. The data analysis used to determine the level of motivation among the youth in horticultural farming in the Playen Sub-District employs the following proportion test:

$$\text{Z hitung} : \frac{\frac{x}{n} - Po}{\sqrt{Po - \frac{1-Po}{n}}}$$

If there is a price shock in Malaysia and Thailand, Indonesia's impulse response is positive, while if there are shocks, the Philippines and Vietnam negative. The impulse from Malaysia's rice price response in the event of a price shock in Vietnam is positive, whereas if a price shock occurs in Thailand, Indonesia, and the Philippines, it will give a negative impulse to Malaysia. Indonesia, Thailand, and Malaysia had a negative impact on the impulse of the Philippine rice market's price shock response, where Vietnam was positive. If a shock occurs in Indonesia, Vietnam, and the Philippines, the Thailand rice price will respond positively, while Malaysia's price shock causes Thailand's price to be below equilibrium or negative. The impulse response in Vietnam was negative towards Thailand's price shock while it was positive towards the price shock in Indonesia, Malaysia, and the Philippines.

x: the number of youths in Playen Sub-District who are highly motivated.

n: the total sample size (60 youth)

Po: population proportion.

a) Hypotheses used:

Ho : M ≤ 50%

Ha : M > 50%

Meaning:

H0: It is suspected that less than or equal to 50% of the youth in Playen Sub-District are highly motivated to engage in horticultural farming.

Ha: It is suspected that more than 50% of the youth in Playen Sub-District are highly motivated to engage in horticultural farming.

b) Significance level: 0,05 (5%), n=60

c) Testing Criteria:

Z Count ≤ Z table : Ho accepted; Ha rejected

Z Count > Z table : Ho rejected; Ha accepted

d) Test Statistics:

e) Conclusion:

Z Count = 4,877

Z Table = 1,645

Based on the analysis using the proportion test, the calculated Z-value is 4.877, which is greater than the table Z-value of 1.645. This means that Z calculated > Z table, so H0 is rejected, and Ha is accepted. It can be concluded that more than 50% of the youth are highly motivated to engage in horticultural farming in Playen Sub-District.

Factors Influencing Youth Motivation in Horticultural Farming

Internal and external factors suspected of influencing youth motivation for horticultural farming in Playen Sub-District were tested using multiple linear regression analysis using SPSS 23.0 for Windows software. The method used in the multiple linear regression was the backward method. The backward method was chosen because it can eliminate independent variables that do not significantly affect the dependent variable. The multiple linear regression analysis was conducted using the Backward method, which will eliminate one by one the independent variables that do not have a significant impact on the dependent variable. The final model from the regression analysis concerning the factors that significantly affect the motivation variable of youth in horticultural farming in Playen Sub-District can be seen in Table 3.

Table 3. Results of Multiple Linear Analysis Regarding Factors Affecting Youth Motivation in Horticultural Farming (Model 6)

No	Variable	Regression Coefficient (B)	t Count	Significance (Sig)	note
1	Relative advantage (X6)	0,495	3,010	0.004	*
2	Interaction among youth (X7)	0,434	3,091	0.003	*
3	Courage to take risks (X8)	0,993	4,594	0.000	*
Constant		-0,570			
R Square		0,619			
Adjusted R Square		0,598			
F Hitung		34,666			
F Tabel		2,77			
Explanation : * Significance α = 5%					

Source: Primary Data Analysis, 2018

Based on Table 3, there are three independent variables that significantly affect the motivation of youth in horticultural cultivation in Kecamatan Playen at a significance level of α=5%. The independent variables that significantly affect the motivation of youth in horticultural cultivation in Kecamatan Playen are relative advantage, interaction among youth, and courage to take risks. Based on the multiple linear regression analysis in Table 3, the following regression equation is obtained:

$$Y = -0,570 + 0,495X6 + 0,434X7 + 0,993X8$$

Explanation:

Y: motivation of youth in horticultural cultivation in Kecamatan Playen

The Adjusted R Square value shows how much the overall independent variables explain the dependent variable. An Adjusted R Square value close to 1 means that the regression model will increasingly provide accurate results. The obtained Adjusted R Square value is 0.598, meaning 59.8% of the motivation of youth in horticultural cultivation is influenced by the variables of relative advantage, interaction among youth, and courage to take risks. The rest, which is 40.2%, is influenced by other variables outside this model. The obtained F-value is 34.666, while the F-table value is 2.77. The F-value is used to find out whether the independent variables collectively significantly affect the dependent variable. If the F-table value is smaller than the F-value, it means that the independent variables collectively significantly affect the dependent variable. The obtained F-value of 34.666 is larger compared to the F-table value of 2.77, so it can be concluded that the variables of relative advantage, interaction among youth, and courage to take risks collectively influence the motivation of youth in horticultural cultivation in Kecamatan Playen.

Based on the multiple linear regression analysis, it is known that the factors affecting the motivation of youth in horticultural cultivation include relative advantage, interaction among youth, and courage to take risks. Relative advantage can be interpreted as the level of benefit obtained by farmers from the technology introduced to farmers compared to the farming system that has been and is being carried out previously by farmers, whether economic, technical, ecological, and social benefits (Zulvera, 2014 Cit Ruhimat, 2015). According to youth who cultivate horticultural crops, there are several

benefits obtained compared to only cultivating food crops or secondary crops, including higher and faster income, easier marketing, easy harvesting, and post-harvest techniques, does not require a lot of water. This is very advantageous considering that the Kecamatan Playen area is a water-scarce area and most rely on rainwater for agricultural activities. The second factor is the interaction among youth. Interaction is a social relationship that occurs between individuals with individuals, groups with groups, or individuals with groups. As social beings, youth in Kecamatan Playen must have relationships with other youth. The proximity of the houses and being in the same environment causes the youth to often meet and communicate. Youth living in the same environment, belonging to the same organization/group can interact anywhere, resulting in individual involvement in it, which ultimately occurs encouragement and support that can influence and motivate someone to be interested in something (Jumiyanti, 2016) including being motivated to cultivate horticultural crops. Interaction among youth gives a positive effect because youth tend to imitate something good and profitable. The third factor is the courage to take risks. Risk in farming is the uncertainty in farming that can cause losses. These risks arise because there are several factors that cannot be controlled by farmers. The greater the risk taken, the greater the results that await. In farming activities, farmers who want to succeed must dare to take all possible risks by calculating these risks so that they can anticipate or minimize the risks.

CONCLUSIONS

Based on the data analysis and discussion in this study, several conclusions can be drawn as follows:

1. The level of motivation of young people in horticultural cultivation in Kecamatan Playen is quite high. Based on the analysis using the proportion test, it was found that more than 50% of young people in Kecamatan Playen have high motivation in horticultural cultivation. This means that more than 50% of the youth in Kecamatan Playen want to engage in horticultural cultivation.

2. Factors that significantly influence the motivation of youth in horticultural cultivation include relative advantage, interaction among youth, and courage to take risks.

a. Relative advantage has a positive impact on the motivation of young people in horticultural cultivation. The higher the relative advantage of horticultural cultivation, the higher the motivation of young people in horticultural cultivation. Young people are skeptical that horticultural crops can be planted throughout the season.

b. Interaction among youth has a positive impact on the motivation of young people in horticultural cultivation. The higher the level of interaction among young people, the higher the motivation of young people in horticultural cultivation. Youth in Kecamatan Playen rarely invite other youth to attend extension events on horticultural cultivation.

c. The courage to take risks has a positive impact on the motivation of young people in horticultural cultivation. The higher the courage of young people to take risks in horticultural cultivation, the higher the motivation of young people in horticultural cultivation. The courage of youth in Kecamatan Playen to face the risks of an unfavorable season and the risk of crop failure is quite hesitant.

Factors that do not affect the motivation of youth in horticultural cultivation include age, education, land area, cosmopolitan nature of youth, and intensity of attending extension events.

RECOMMENDATIONS

1. To create youths with a high spirit in agricultural development, it is necessary to increase the motivation of young people in horticultural cultivation by providing counseling and training on horticultural cultivation to young people. However, the formation of youth farmer groups is needed so that agricultural counseling can be carried out on these youth farmer groups, for example, comparative studies on other successful groups to see their cultivation methods and technology application.

2. The more relative advantages of horticultural cultivation will increase the motivation of young people in horticultural cultivation. Therefore, it is crucial to utilize farmer institutions and intensive counseling as effective media for knowledge transfer, especially in disseminating information and applying technology for off-season horticultural cultivation.

3. Increasing interaction among young people can enhance the motivation of young people in horticultural cultivation. Increased interaction among youth can be done by having regular meetings among youth, both in youth groups and youth farmer groups. Interaction among youth can also be increased by utilizing social media so that the interactions that occur are not only face-to-face. In addition, joint activities, such as auctions of horticultural crops, can improve skills in horticultural cultivation.

4. The courage of young people to take risks in horticultural cultivation needs to be increased to also raise their motivation. Increased courage to take risks is done by using superior seeds that are pest and disease resistant and implementing Good

Agricultural Practice (GAP) to reduce the risk of crop failure. In addition, it can also be done by implementing a farming insurance program. This aims to reduce farming risks, thereby increasing the courage of young people to take risks in horticultural cultivation.

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