

FACTORS RELATED TO GENERATIONAL ATTITUDES YOUNG IN RICE FARMING IN SUMBER JAYA VILLAGE, KUMPEH ULU DISTRICT MUARO JAMBI REGENCY

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ABSTRACT

The purpose of this research is to: 1) describe the attitude of the younger generation towards rice farming activities; 2) describe the factors related to the younger generation's attitude towards rice farming activities; and 3) analyze the factors related to the younger generation's attitude in rice farming activities in Sumber Jaya Village, Kumpeh Ulu District. The selection of respondents used purposive sampling techniques with a total of 76 young respondents. Data analysis in this research used descriptive analysis with the Chi-square formula. The results of the study indicate that 1) the attitude of the younger generation towards rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency is categorized as low. 2) The depiction of education level factors and employment factors outside of farming is categorized as high, while family socialization factors and information from outside the village are categorized as low. 3) The factors that positively relate to the attitude of the younger generation in rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency are family socialization factors and information from outside the village, while employment factors outside of farming and education level factors have a negative relationship with the attitude of the younger generation in rice farming activities in Sumber Jaya Village.

Keywords: Attitudes, Related, Younger generation, Rice, Farming

INTRODUCTION

One of the food crop commodities that is widely cultivated by Indonesian farmers is the commodity of paddy rice, where paddy rice is a staple crop that is always needed. Therefore, the role of paddy rice is very important and must be considered by the government, both in terms of social, economic and environmental. In addition, paddy rice also has an important meaning in efforts to maintain food security both nationally and in a region. However, the area of paddy rice fields in Indonesia has actually decreased over the past 5 years, where the decrease in land area is also accompanied by a decrease in the amount of paddy rice production (BPS Indonesia, 2023).

This decrease in land area is indicated to be related to land conversion and shifts in the behavior of the younger generation who have no interest in continuing their parents' or family's rice farming business. This is in accordance with the opinion of Yamin et al (2023) that the interest of farmers' children to continue their parents' work as rice farmers is still low, so that most of the rice farming businesses cannot be continued or only reach their parents. The decrease in interest in the agricultural sector is also supported by the decreasing percentage of the population working in agriculture. Over the past 3 years, the percentage of the population working in agriculture has decreased from 48.56% to 45.44%. This certainly has an impact on all work interests in the agricultural sub-sector, such as rice farming (BPS Indonesia, 2023).

Jambi Province is one of the areas where there is a rice farming business. The area of rice fields in Jambi Province has also decreased, where the decrease in land area is offset by a decrease in the amount of rice field production. In 2019, the area of rice fields in Jambi Province was 84,772.93 ha with a production of 386,413.49 tons, while in 2023 the land area was only 60,539.59 ha with a production of 274,557.09 tons. (BPS Jambi Province, 2023).

One of the regencies with paddy farming in Jambi Province is Muaro Jambi Regency with a land area of 4,798.80 ha and a production of 17,206.82 tons. Although it is not a regency with the highest paddy farming area in Jambi Province, paddy production in this regency is quite good. The land area and paddy production in Muaro Jambi Regency have decreased. In 2019 the land area in Muaro Jambi Regency was 11,991 ha with a production of 39,065 tons, but in 2023 it fell to 4,798.80 ha with a production of 17,206.82 tons. This decrease in land area is thought to be related to the lack of interest of the younger generation in paddy farming, where this condition can be associated with a decrease in the number of workers in agriculture in Jambi Province. As a result of the lack of interest from the younger generation in

their parents' farming businesses, the land is no longer managed and much of it has been converted into plantation crops or residential areas (BPS Muaro Jambi Regency, 2023).

One of the areas in Muaro Jambi Regency that has a rice field farming business is Kumpeh Ulu District. Kumpeh Ulu District consists of 18 villages, where Kumpeh Ulu District has a rice field area of 703.11 ha with a production of 3693.51 tons. Most of the villages in Kumpeh Ulu District have rice field farming businesses, one of which is Sumber Jaya Village. The area of rice field land in Sumber Jaya Village is 96 ha with a production of 103.39 tons and a productivity of 508.68 tons/ha. Sumber Jaya Village has 3 rice field farmer groups, namely the Bina Tani, Harapan and Semangat Baru farmer groups. However, over the past 5 years, the area of rice field land in Sumber Jaya Village has decreased (Kumpeh Ulu District Extension Coordinator, 2023)

The decrease in the area of paddy fields in Sumber Jaya Village is also caused by the attitude of the younger generation, such as children or grandchildren of paddy farmers who are not willing to continue their family's farming business. This is due to the attitude of the younger generation that paddy farming has a more complicated management than other businesses, so that young people prefer to work in nonagricultural fields or plantation farmers which they consider easier and produce greater results. This attitude arises because currently the majority of the younger generation in Sumber Jaya Village already have a fairly high educational background, such as at least high school and some are Bachelors, so their parents also want their children to get better jobs and the family also does not communicate about the paddy farming business they have. The next cause is because of information from outside the village regarding technological developments and the times, so that the younger generation prefers other jobs outside of paddy farming. Based on the description above, the researcher is interested in conducting research entitled "Factors Related to the Attitudes of the Young Generation in Rice Farming Activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency".

RESEARCH METHOD

This research was conducted in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency. The selection of this location was done intentionally (purposive). The determination of this location was based on direct field observations (Observations) regarding phenomena related to the perception of the young generation of the village to become farmers, from the District, Sumber Jaya Village was selected as a sample. The population in this study was the young generation in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency whose parents had a rice farming business. The population in this study was 318 people, the sample used as respondents in this study was 76 young people in Sumber Jaya Village.

Data analysis in this study used descriptive analysis to determine the description of factors related to the attitudes of the younger generation towards rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency. Quantitative descriptive analysis was used to measure the attitudes of the younger generation, while non-parametric statistical analysis was used to analyze factors related to attitudes. The data analysis in this study is as follows:
The attitude of the younger generation in rice farming activities

Descriptive analysis was carried out by giving scores using the following measurements:

Yes = 5

No = 1

Meanwhile, to provide a classification or category of the assessment of the attitudes of the younger generation in rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency, 2 categories are used, namely:

High category

Low category

Furthermore, to determine the attitudes of the younger generation towards rice farming activities in Sumber Jaya Village, the following category ranges were used:

Lowest Score Value = Lowest score x number of question

= 1×12

= 12

Highest Score Value = Highest score x number of question

= 5×12

= 60

Category Range = $(60 - 12) / 2$

= 24

Based on this formula, the assessment categories for attitudes towards rice farming activities are as follows:

Table 1. Attitude Assessment Score Categories in Paddy Farming Activities

Evaluation	Assessment Category
37-60	Tall
12-36	Low

Furthermore, the attitude of the younger generation towards rice farming activities in Sumber Jaya Village is also divided into 3 components, namely cognitive components, affective components, and conative components with the number of questions in each component as many as 4 questions. The range of categories used is as follows:

$$\begin{aligned} \text{Lowest Score Value} &= \text{Lowest score} \times \text{number of questions} \\ &= 1 \times 4 \\ &= 4 \\ \text{Highest Score Value} &= \text{Highest score} \times \text{number of questions} \\ &= 5 \times 4 \\ &= 20 \\ \text{Category Range} &= (20-4)/2 \\ &= 8 \end{aligned}$$

Based on this formula, the assessment categories for cognitive components, affective components, and conative components are as follows:

Table 2. Assessment Score Category Cognitive Components, Affective Components, and Conative Components

Evaluation	Assessment Category
13-20	Tall
4-12	Low

Factors related to the attitudes of the younger generation towards activities paddy field farming

Factors related to the attitudes of the younger generation consist of education level, family socialization, information from outside the village, and work outside of farming. Each factor has 4 questions with the following category ranges:

$$\begin{aligned} \text{Lowest Score Value} &= \text{Lowest score} \times \text{number of questions} \\ &= 1 \times 4 \\ &= 4 \\ \text{Highest Score Value} &= \text{Highest score} \times \text{number of questions} \\ &= 5 \times 4 \\ &= 20 \\ \text{Category Range} &= (20-4)/2 \\ &= 8 \end{aligned}$$

Based on this formula, the assessment categories for education level, family socialization, information from outside the village, and work outside of farming are as follows:

Table 3. Assessment Score Category Education Level, Family Socialization, Information From Outside the Village, and Work Outside Farming

Evaluation	Assessment Category
13-20	Tall
4-12	Low

Analysis of factors related to the attitudes of the younger generation in rice farming activities

Factors related to the attitude of the younger generation in rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency were also analyzed using non-parametric statistics. Non-parametric statistical analysis uses the Chi-square (χ^2) model with a 2x2 cogeneity, for a table of degrees of freedom (db) = 1 with the following formula:

$$\chi^2 = \frac{N [(AD-BC)]^2}{(A+B)(C+D)(A+C)(B+D)}$$

Meanwhile, if there is a cell containing a frequency < 5 , the following formula is used:

$$\chi^2 = \frac{N [(AD-BC) - \frac{N}{2}]^2}{(A+B)(C+D)(A+C)(B+D)}$$

Description: N = Number of Samples

The Chi-square (χ^2) model to determine the factors related to the attitudes of the younger generation in the field

of rice farming in Sumber Jaya Village is as follows:

Table 4. Test Model Chi-square with 2x2 Cogency

Factors that influence	Perception		Amount
	Tall	Low	
Tall	A	B	A+B
Low	C	D	C+D
Amount	A+C	B+D	N

By testing the X2 value in the table of degrees of freedom (db) = 1 at a 95% confidence level is 3.84, the calculated X2 can be compared with the X2 table with the following provisions:

1. Accept H0, reject H1, if the calculated X2 value < X2 table
2. Accept H1, reject H0, if the calculated X2 value > X2 table

Furthermore, to measure the degree of relationship between the two variables, the coefficient is used using the following formula:

$$C = \frac{\sqrt{x^2}}{\sqrt{x^2 + N}} \quad C \text{ max} = 0.707 \quad \sqrt{\frac{m-1}{m}} \sqrt{\frac{1}{2}}$$

Where :

X2 = X2 count

N = Number of Samples

C = Contingency coefficient, value lies between 0 and 0.707

m = largest number of columns/rows

By category:

1. The relationship is classified as weak if the value lies between 0-0.353
2. The relationship is classified as strong if the value lies between 0.354-0.707
3. In order to see the closeness of the relationship between variables, the following formula is used:

$$r = \frac{C_{hit}}{C_{maks}}$$

Information :

r = coefficient of closeness of relationship

Chit = contingency coefficient

Cmax = C maximum

By category:

0.00-0.20 = Very Weak

0.21-0.40 = Weak

0.41-0.70 = Strong

0.71-0.90 = Very Strong

0.91-0.99 = Very Strong

1 = Perfect

Next, to see if there is a significant relationship, the following formula is used:

$$t_{hit} = \sqrt{\frac{N-2}{1-(r)^2}}$$

Where :

H0 : r = 0

H0 : r ≠ 0

If t count (≤ t table = (α = 5% db = N-2)) accept H0

If t count (≥ t table = (α = 5% db = N-2)) reject H0

RESULTS AND DISCUSSION

Overview of Research Object

Sumber Jaya Village is one of the villages in Kumpeh Ulu District which is the location of this research. Sumber Jaya Village has an area of 35.14 km² or around 6.63% of the total area of Kumpeh Ulu District. The number of hamlets in Sumber Jaya Village is 3 hamlets and 7 RTs. The population of Sumber Jaya Village is 1,471 people consisting of 754 male residents and 717 female residents. The number of heads of families in Sumber Jaya Village is 494 families. The average area of paddy fields in Sumber Jaya Village is 144.88 ha with an average production of 657.74 tons.

The Attitude of the Young Generation in Rice Farming Activities in Sumber Jaya Village, Kumpoh Ulu District, Muaro Jambi Regency

1. The attitude of the younger generation in rice farming activities in Sumber Jaya Village is measured based on cognitive, affective and conative aspects.

Table 5. Attitudes of the Young Generation in Rice Farming Activities at the Research Location Study

No	Category	Number of Respondents	Percentage (%)
1	Tall	30	39.47
2	Low	46	60.53
	Amount	76	100.00

Table 5 shows that the attitude of the younger generation in rice farming activities in Sumber Jaya Village is in the low category. The low attitude of the younger generation in rice farming activities in Sumber Jaya Village is due to the low cognitive, affective and conative components given by the younger generation to rice farming activities. In this case, the younger generation has limited knowledge about farming activities, and has the view that farming activities are difficult to do. This is because currently many people in Sumber Jaya Village have switched to oil palm farming, so that the development of rice farming is becoming increasingly limited.

Attitudes of the Young Generation Based on Cognitive Components

The cognitive component is measured based on having sufficient knowledge in carrying out rice farming activities, having a positive view of the development of rice farming, being confident in developing the rice farming business currently owned by the family, and being confident that rice farming has good prospects for development.

Table 6. Attitudes of the Young Generation Based on Cognitive Components Towards Rice Farming Activities at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	15	19.74
2	Low	61	80.26
	Amount	76	100.00

Table 6 shows that the attitude of the younger generation based on the cognitive component towards rice farming activities in Sumber Jaya Village is in the low category. The low attitude of the cognitive component is because the respondents, in this case the younger generation, have limited knowledge about farming activities, such as the younger generation who do not know how to manage farming, choose good seeds, and carry out farming activities properly in order to produce maximum production.

Attitudes of the Young Generation Based on Affective Components

The affective component in this study was measured based on having an interest in rice farming, being willing to try rice farming, having a sense of pleasure in developing a farming business owned by parents/family, and feeling that rice farming is more enjoyable than other farming businesses.

Table 7. Attitudes of the Young Generation Based on Affective Components Towards Paddy Farming Activities at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	27	35.53
2	Low	49	64.47
	Amount	76	100.00

The results of the attitude of the younger generation towards the affective component of 64.47% are in the low category. This condition is because the younger generation is less interested and less happy with the activities of rice farming, where this feeling arises as an impact of a less than favorable view of rice farming activities, such as the view that the prospects for developing rice farming in Sumber Jaya Village will be difficult to do.

Attitudes of the Young Generation Based on Conative Components

The conative component is measured based on always trying to find information from farmers outside the area regarding rice farming, always looking for information about farming through the internet and other sources, being willing to carry out rice farming activities if necessary, and being ready to help resolve any failures in the rice farming business owned by parents.

Table 8. Attitudes of the Young Generation Based on Conative Components Towards Rice Farming Activities at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	25	32.89
2	Low	51	67.11
	Amount	76	100.00

Table 8 shows that 67.11% of respondents gave answers in the low category and 32.89% gave responses in the high category. This means that the attitude of the younger generation based on the conative component towards rice farming activities in Sumber Jaya Village is in the low category. The low conative component is because the younger generation has never sought detailed and specific information about rice farming activities. Then the younger generation also tends not to want to carry out rice farming activities, so the younger generation does not have the efforts to overcome problems in rice farming activities.

2. Description of Factors Underlying the Attitudes of the Young Generation in Rice Farming Activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency

a. Education Level Factor

Table 9. Attitudes of the Young Generation Based on Education Level Factors at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	39	51.32
2	Low	37	48.68
	Amount	76	100.00

Table 9 shows that respondents gave answers in the high category, this shows that the younger generation believes that the education they have is sufficient to find work outside of rice farming, so that the educational background will provide the ability for the younger generation to find other jobs. The formal educational background possessed by this younger generation is capital for them to find other jobs and decide not to become rice farmers. This condition causes the younger generation to never be interested in or participate in informal education such as counseling or training related to rice farming activities.

b. Family Socialization Factors

Table 10 . Attitudes of the Young Generation Based on Family Socialization Factors at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	15	19.74
2	Low	61	80.26
	Amount	76	100.00

The table above shows that family socialization factors are in the low category. because families, especially parents, make less effort to introduce rice farming to the younger generation, such as telling about the size of land they own, the harvest they receive, and farming methods.

c. Information Factors from Outside the Village

Table 11. Attitudes of the Young Generation Based on Information Factors from Outside the Village at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	31	40.79
2	Low	45	59.21
	Amount	76	100.00

The table above shows that Information factors from outside the village are in the low category. This condition is because the younger generation never seeks information about the latest techniques and innovations in rice farming from sources outside the village, so that the younger generation does not obtain extensive information about rice farming activities. The younger generation also never participates in seminars, counseling or training held by related parties, so that information about rice farming activities is limited.

d. Off-farm Employment Factors

Table 12. Attitudes of the Young Generation Based on Non-Farm Work Factors at the Research Location

No	Category	Number of Respondents	Percentage (%)
1	Tall	52	68.42
2	Low	24	31.58
	Amount	76	100.00

The table above shows that the work factor from outside the farm is in the high category. This high factor is because the majority of the young generation have jobs outside the farm, such as students, employees, private employees, honorary employees, entrepreneurs, self-employed and so on. From this work, the young generation who are currently working as students feel that the education they take will provide jobs outside the farm with better wages, while for the young generation who are already working, the wages they currently receive are considered greater than the wages of being a rice farmer.

Relationship between Education Level Factors, Family Socialization, Information from Outside the Village and Work Outside Farming with the Attitude of the Young Generation in Rice Farming Activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency

3. Relationship between Education Level Factors and the Attitudes of the Young Generation

Table 13. Relationship between Education Factors and the Attitudes of the Young Generation in Rice Farming Activities at the Research Location

No	Component	Mark
1	x2	0.50
2	Chit	0.08
3	R	0.11
4	thit	8.66

The level of education is not related to the attitude of the younger generation in rice farming activities in Sumber Jaya Village. Furthermore, the Chit value is 0.08, where this value ranges from 0-0.353, which means that the relationship between the level of education and attitudes is weak. Furthermore, the r value is 0.11, which means that the closeness of the relationship is in the very weak category, while the thit value of 8.66 is greater than $t_{table} = 1.68$ ($thit > t_{table}$). From these results, the level of education has a weak relationship to the attitude of the younger generation in rice farming activities in Sumber Jaya Village.

The Relationship between Family Socialization Factors and the Attitudes of the Younger Generation

Table 14. Relationship between Family Socialization Factors and the Attitudes of the Young Generation in Rice Farming Activities at the Research Location

No	Component	Mark
1	x2	4.50
2	Chit	0.24
3	R	0.33
4	thit	9.13

The relationship between socialization in the family and the attitude of the younger generation in rice farming activities is a positive relationship. This is because if socialization in the family is high, then the attitude of the younger generation in rice farming activities will increase. However, if socialization in the family is low, then the attitude of the younger generation in rice farming activities will be low.

The Relationship between Information Factors from Outside the Village and the Attitudes of the Young Generation

Table 15. Relationship between Information Factors from Outside the Village and the Attitude of the Young Generation in Rice Farming Activities at the Research Location

No	Component	Mark
1	x2	11.94
2	Chit	0.37
3	R	0.52
4	thit	10.08

The relationship between information from outside the village and the attitude of the younger generation towards rice farming activities in Sumber Jaya Village is a positive relationship. If information from outside the village is related to high rice farming, then the attitude of the younger generation towards rice farming activities will also be high. Conversely, information from outside the village is related to low rice farming, then the attitude of the younger generation towards rice farming activities will also be low.

The Relationship between Off-Farm Work Factors and the Attitudes of the Young Generation

Table 16. Relationship between Off-Farm Work Factors and the Attitudes of the Young Generation to Rice Farming Activities at the Research Location

No	Component	Mark
1	x2	1.20
2	Chit	0.12
3	R	0.18
4	thit	8.74

There is a real relationship between off-farm work and attitudes. This condition illustrates a negative relationship, where when off-farm work increases, the attitude of the younger generation towards rice farming activities will decrease. Conversely, if off-farm work decreases, the attitude of the younger generation towards rice farming activities will increase. This condition is because when the younger generation has off-farm work that they consider better and has higher wages, the younger generation will be less interested and have a low perception of farming activities.

Research Implications

The results of the study indicate that the attitude of the younger generation towards rice farming activities in Sumber Jaya Village is in the low category, where this attitude is influenced by family socialization and information from outside the village. From this, parents, families and related parties, such as extension workers, should make more intensive efforts to raise the enthusiasm of the younger generation in continuing rice farming. This needs to be done considering that rice farming has an important role in meeting food needs, both the needs of farmers themselves and food needs in general. If the attitude of the younger generation is low, then their interest in continuing the farming business will also be absent and rice farming in Sumber Jaya Village will not be able to develop or even be replaced by other farming businesses. Furthermore, the younger generation in Sumber Jaya Village should also be more open about rice farming activities that have been carried out by their parents/families. In this case, the younger generation should not only focus on the process and results, but also the benefits of rice farming, so that the younger generation must always try to find information related to the development of rice farming owned by their parents.

CONCLUSION

Based on the research results, The attitude of the younger generation towards rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency is in the low category. The description of the education level factor and the work factor outside the farm are in the high category, while the family socialization factor and information from outside the village are in the low category. Factors related to the attitude of the younger generation in rice farming activities in Sumber Jaya Village, Kumpeh Ulu District, Muaro Jambi Regency are family socialization factors, and information factors from outside the village, while the work factor outside the farm and education level are not related to the attitude of the younger generation in rice farming activities in Sumber Jaya Village.

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