Participation and interest in young generations on business distribution of strategic food commodities in South Sulawesi

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Abstract. The development of strategic food commodity distribution businesses in rural areas really requires participation and strengthening the interest of the younger. This study aims to determine the level of participation and interest of young farmers in the development of strategic food commodity distribution businesses. This research was conducted in the area of Gowa Regency, South Sulawesi Province. The sampling method used purposive sampling, which is deliberately selecting young farmers who are members of farmer groups, so that the sample obtained is 42 respondents. Data analysis is descriptive qualitative and quantitative analysis (scoring technique with a Likert scale). The results of this study indicate that the level of participation of young farmers in the strategic food commodity business development program is assessed from three aspects, namely planning, implementation, and evaluation. The level of participation in the planning aspect was 68.19 percent, categorized as high, while the implementation and evaluation aspects were respectively 65.14 and 58.86 percent which were categorized as moderate. Thus, the participation rate was generally 64.06 percent, which means that it was quite participatory. The interest of the younger generation in the marketing/distribution business of strategic food commodities is in the medium category of 65.81 percent.

1. Introduction

Strategic food commodities are staple food commodities that are a fundamental need for human survival, so the availability and access of strategic food must be affordable at all times. It consists of rice, corn, soybeans, sugar, beef, shallots, and red chilies. The availability and affordability of such food can be fulfilled if the distribution of commodity trading is effective and efficient.

Trade distribution is an economic activity that bridges production and consumption. So that goods can be distributed from producers to consumers. The distribution of trade is also closely related to the role of the mediators involved in it. This distribution chain has an important role in the people's economy. If the distribution chain can be realized efficiently, then the movement of a commodity from producers to consumers will be achieved at the cheapest cost. This can have an impact on a fair distribution of added value for each trade actor involved accompanied by a tendency for prices to be affordable to consumers [1].
The young generation of agriculture as a human asset needs to prioritize planning agricultural development programs so that they become the next generation, movers and shakers who are innovative, creative, professional, independent, able to compete, and have a global perspective. The young generation of agriculture is the young generation of agriculture with a maximum age of 35 years, loves agriculture, is interested, participates in agricultural activities [2].

There are two groups that need to receive priority attention at this time, namely: (1) smallholder farmers, both in rural and urban areas; and (2) millennial farmers who carry out their cultivation activities in the peri-urban areas and millennial farmers who distribute and market them in urban areas, but their cultivation activities are in rural areas. Both small farmers and millennial farmers have their own development paths. Small farmers will not automatically be able to transform into modern farmers as millennials do; vice versa. Therefore, each one needs to be developed with a different strategy. These two groups have very important roles in Indonesian agriculture today. Small farmers are very important as food producers (rice, secondary crops, and horticulture) because of their massive number, which is more than 88 percent of total Indonesian farmers today; while millennial farmers are very important because they are the future and the main actor in advancing Indonesia's agricultural development at present and in the future [3].

One strategy to overcome the problem of human is to start thinking about the regeneration of agricultural actors. This means that improving the quality of human resources can begin to be structured by giving serious attention to the guidance and development of rural youth who are currently involved directly or indirectly in jobs in the agricultural sector. In this context, attention should also begin to be directed at youth with a more specific look at the qualifications in the form of specific characteristics, which can be used as a basis for determining the youth development strategy for rural farmers [4]. This study aims to determine the level of participation and interest of young farmers in developing strategic food commodity distribution businesses.

2. Research Methods

This research was conducted in the area of Gowa Regency, South Sulawesi Province. The type of data used comes from primary data. It is data taken directly from the field through in-depth interviews and questionnaires.

The sampling method used was purposive sampling, which was deliberately selecting youths who had been affiliated with Gapoktan (farmer group associations). The total sample obtained was 42 respondents. The data analysis used was descriptive qualitative and quantitative analysis, through a scoring technique with a Likert scale.

3. Results and Discussion

3.1 Youth Farmer Participation in Distribution Business Development of Strategic Food Commodities

3.1.1. Planning Aspects

Variable characteristics of farmers, the nature of innovation, and environmental factors have an influence on the level of participation of young farmers. This means that the higher the level of farmer characteristics, the nature of innovation, and environmental factors, the more it will have an influence on the level of participation of young farmers [5]. The criteria or indicators for young farmer participation from the planning aspect consist of participation in planning each activity, the contribution of voluntary labor, facilities, ideas, and activeness in program meetings.
The highest level of youth farmer participation from the planning aspect is planning each activity, while the lowest level of involvement is the contribution of facilities (Figure 1). This phenomenon can occur because at the initial meeting or planning, meeting every youth farmer activity has a high motivation to participate because he has not faced several obstacles fully.

**3.1.2. Implementation Aspects**

The participation of young farmers in the Community Food Business Development program in the implementation aspect is measured through indicators, among others; utilization of facilities/infrastructure, capital strengthening, routine activities, buying and selling activities, food distribution activities, food commodity supplier, management of institutional assets, institutional sustainability, development of institutional membership, and partnership development.

Youth participation in the agricultural sector is decreasing. The higher the youth education, the lower the participation in the agricultural sector. Land ownership affects youth participation in the agricultural sector [6]. The young farmers participation from the implementation aspect, which has the highest value is institutional sustainability, while the smallest is capital strengthening (Figure 2). This indicates that the participation of young farmers to support the institutional sustainability is relatively high (especially LUPM/community food business institution). Thus in the future these institutions can be relatively more advanced and benefit rural communities.
3.1.3. Evaluation Aspects

The participation of young farmers in the program evaluation aspects consists of program evaluation meetings, monitoring evaluation, direct/indirect assessments, problem solutions, and the importance of program utilization.

Source: Primary Data Analysis, 2020.

Figure 2. Participation Level of Youth Farmers in the Community Food Business Development Program (Implementation Aspect)

Figure 3. Participation Level of Youth Farmers in Community Food Business Development Program (Evaluation Aspect)
The evaluation aspect has the highest youth farmer participation rate on the indicator of the importance of program utilization. Meanwhile, indicators for program evaluation meetings tend to have the lowest level of participation of young farmers (Figure 3).

![Participation Rate of Young Generation in Community Food Business Development Program](image)

Source: Primary Data Analysis, 2020.

**Figure 4.** Participation Level of Youth Farmers in Community Food Business Development Program

Young farmers have high participation in planning aspects and tend to be lower in implementation and evaluation aspects (Figure 4). A habit in rural communities that at the beginning of the meeting all members of the farmer group and stakeholders tend to participate.

3.2. **Young Farmers' Interest in the Development of Strategic Food Commodity Distribution Businesses**

Small-scale agriculture is the developing world’s single biggest source of employment, and with the necessary support it can offer a sustainable and productive alternative to the expansion of large-scale, capital-intensive, labour-displacing corporate farming. This, however, assumes a generation of young rural men and women who want to be small farmers, while mounting evidence suggests that young people are uninterested in farming or in rural futures. The emerging field of youth studies can help us understand young people’s turn away from farming, pointing to: the deskilling of rural youth, and the downgrading of farming and rural life; the chronic neglect of small-scale agriculture and rural infrastructure; and the problems that young rural people increasingly have, even if they want to become farmers, in getting access to land while still young [7].

One of the efforts that can be made to increase younger generation to the agricultural sector is to build a more advanced and modern agriculture based on innovation and technology that is able to produce products of high economic value that the market needs. Developing agriculture in an industrial context that requires innovation and technology that handles upstream to downstream will provide great opportunities in producing various agricultural products with high economic value [8].
The youth's decision to stay in the agricultural sector for their livelihoods, which is accompanied by different patterns of behavior, is closely related to role perception, motivation, and knowledge. These indicators complement each other and are mutually dependent to form a unity of action [9]. In general, youth have a fairly good perception of the work of farmers. The relationship between the family environment and socio-culture with youth perceptions of farmer work is very significant. A significant relationship also occurs between work involvement and the primary social environment with youth perceptions of farmer work. Meanwhile, formal education, non-formal education, secondary social environment, and cosmopolitan did not have a significant relationship with youth perceptions of farmer work [10].

The interest of the younger generation (young farmers) in the aspect of building networking has the highest value, while in the aspect of the dominance of the younger generation in food marketing tends to be the lowest (Figure 5). This is in line with the phenomenon of the younger generation or the current millennial generation who tend to be more interested in the digital world or more intensive information and communication technology.

4. Conclusion

The level of participation of young farmers in the strategic food commodity business development program is assessed from three aspects, planning, implementation, and evaluation. The level of participation in the planning aspect was 68.19 percent, categorized as high, while the implementation and evaluation aspects were respectively 65.14 and 58.86 percent, were categorized as moderate. Thus, the participation rate was generally 64.06 percent, which means that it was quite participatory. The interest of the younger generation in the marketing/distribution business of strategic food commodities is in the medium category of 65.81 percent.

Source: Primary Data Analysis, 2020.

Figure 5. Young Generation's Interest in Strategic Food Commodity Marketing Business
5. References

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