

ABSTRACT

The purpose of this study was to determine the interest of farmer children to work in the agricultural sector with the respondent being farmer children aged less than 34 years. The sampling method was carried out using the purposive random sampling method. In this study, from 840 existing farmers, 210 children of farmers aged less than 34 years were taken as samples.

The analytical method used is regression with the dependent variable, namely interest (to work in the agricultural sector) and the independent variables, namely education, motivation (income from the agricultural sector) and opportunities for using technology. Education and motivation is influential and shows significant positive results, while opportunities for using technology show results that have no effect on farming interest in Banyubiru Village, Banyubiru District, Semarang Regency.

R square in this study is equal to 0.505 or in this study the independent variable explains the effect on interest by 50,5% while 49,5% is explained by other variables.

Keywords: *Interest, Education, Motivation, Opportunity to Use Technology*