

ABSTRACT

The phenomenon of the increasing average age of farmers and the decreasing contribution of the younger generation to the agricultural sector has led to a crisis in farmer regeneration. Students, as one of the components in society who are prepared as quality human resources, are expected to be able to support agricultural development. The interest in working in the agricultural sector as the main job should be one of the reasons why young people take education in agriculture. This research aims to analyze the push and pull factors that influence youth preferences regarding work in the agricultural sector as their main field of work.

This research took the form of a case study of students at the Faculty of Animal and Agriculture Science, Diponegoro University. The research was conducted by taking a sample of 100 students using proportional stratified random sampling techniques. Data was collected using a structured interview method using a questionnaire. The analytical tools used are probit regression statistical tests and marginal effect tests.

The results show that reservation wages as a push factor have a significant negative effect on preferences for working in the agricultural sector, while the push factors that have a significant positive effect are gender and interest in agricultural sector motivation. In addition, regional origin and cosmopolitan level as pull factors have a significant positive effect on preferences for working in the agricultural sector. Internship experience, university major motivation, family background motivation, parent's support, parent's job, and agricultural technology do not significantly influence preference for working in the agricultural sector.

Keywords: work preferences, agricultural sector, work decisions, youth