

ABSTRACT

The declining participation of youth in the agricultural sector has become a critical issue that threatens the sustainability of food production in Indonesia, particularly in agrarian areas such as Dempet Subdistrict, Demak Regency. This study aims to analyze the factors influencing youth motivation in working in the rice farming business in Dempet Subdistrict, Demak Regency.

This research utilizes primary data obtained through questionnaires distributed to 142 young respondents aged 15–35 years in Dempet Subdistrict, Demak Regency. The research method used is quantitative with a descriptive approach and cross tabulation analysis.

This study shows that youth participation in the rice farming sector in Dempet Subdistrict is influenced by various factors. Factors that have a significant influence include age, gender, marital status, farming experience, involvement in farmer organizations, and level of cosmopolitanism. Meanwhile, external factors such as farmer group support, government policies, access to information, extension activities, and the ability to adopt innovations and build networks also encourage youth involvement. Although educational level does not have a significant impact, high interest is the main driver of participation. These findings emphasize the importance of an integrated approach in increasing youth involvement in the agricultural sector.

Keywords: *Youth participation, agricultural sector, rice farming, Dempet Subdistrict, cross tabulation.*