

## ABSTRAK

**OTNIEL KAREN TARIGAN, NIM 3203131061, Analisis Minat Gen Z (Generasi Zoomer) Menjadi Petani Di Desa Suka Sipilihan Kecamatan Tiga Panah Kabupaten Karo, 2025**

Pertumbuhan penduduk Indonesia menuntut peningkatan produksi pertanian, namun minat generasi muda untuk menjadi petani terus menurun. Penelitian ini bertujuan untuk menganalisis minat Generasi Z untuk menjadi petani serta faktor-faktor yang memengaruhinya di Desa Suka Sipilihan, Kecamatan Tiga Panah, Kabupaten Karo.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan teknik random sampling terhadap 52 responden berusia 15–30 tahun. Data dikumpulkan melalui kuesioner, observasi, dan dokumentasi, kemudian dianalisis menggunakan skala Likert dan indeks skor.

Hasil penelitian menunjukkan bahwa minat Generasi Z untuk menjadi petani tergolong netral, dengan kecenderungan ragu-ragu. Sebanyak 42,3% responden bersikap netral terhadap pekerjaan ini, sementara 46,1% menunjukkan minat positif, dan 42,3% menyatakan bahwa pekerjaan petani bukanlah pilihan utama mereka. Faktor yang paling memengaruhi minat tersebut adalah kepemilikan lahan (58,3%), pendapatan dari usaha tani (47,7%), dan kemajuan teknologi pertanian (66,7%). Sementara itu, faktor dukungan sosial dan penghargaan terhadap pekerjaan menjadi petani belum menjadi pendorong utama. Penelitian ini menegaskan perlunya peran aktif pemerintah dan lingkungan sosial untuk memperkuat minat Generasi Z dalam menjadi petani demi keberlanjutan pertanian di masa depan.

**Kata Kunci : Generasi Z, Petani, Faktor, Minat**



## ABSTRACT

OTNIEL KAREN TARIGAN, Student ID 3203131061, *An Analysis of Gen Z's Interest in Becoming Farmers in Suka Sipilihen Village, Tiga Panah District, Karo Regency, 2025.*

Indonesia's growing population demands increased agricultural production; however, the younger generation's interest in becoming farmers continues to decline. This study aims to analyze the interest of Generation Z in pursuing farming as a profession and to identify the influencing factors in Suka Sipilihen Village, Tiga Panah District, Karo Regency.

This research uses a descriptive quantitative method with random sampling, involving 52 respondents aged 15–30 years. Data were collected through questionnaires, observation, and documentation, and were analyzed using the Likert scale and score index.

The results show that Generation Z's interest in becoming farmers is generally neutral, with a tendency toward uncertainty. About 42.3% of respondents held a neutral stance on farming as a career, 46.1% showed a positive interest, while 42.3% stated that farming is not their primary career choice. The most influential factors affecting this interest were land ownership (58.3%), income from farming (47.7%), and advancements in agricultural technology (66.7%). Meanwhile, social support and recognition of farming as a profession have yet to become strong motivating factors. This study highlights the need for active involvement from the government and social environment to enhance Gen Z's interest in farming, ensuring agricultural sustainability in the future.

**Keywords: Generation Z, Farmer, Factors, Interest.**

