

ABSTRACT

Siti Fadilla, NIM. 7212510003 (2021). *The Influence of Urban Farming Knowledge, Motivation and Social Environment on the Interest of the Young Generation in Urban Farming Practices in Amplas Village, Medan Amplas District, Medan City*

This study aims to find out and analyze the influence of urban farming knowledge, motivation, and social environment on the interest of the younger generation in urban farming practices in Amplas Village, Medan Amplas District. This study uses a quantitative approach with a survey method. This study was conducted on the young generation aged 20-29 years in Amplas Village with a sample of 93 respondents selected using random sampling techniques. Data collection was carried out through questionnaires that have been tested for validity and reliability, and supported by observation and documentation. Data analysis uses descriptive analysis and multiple linear regression to test the influence of variables partially and simultaneously.

Based on the results of the study, it shows that the variables of Urban Farming Knowledge, Motivation, and Social Environment are simultaneously significant to the Interest of the Young Generation in urban farming practices. This result is seen from the Fcount value > Reliable, namely $31.075 > 2.71$ with a level of significance obtained at $0.000 < 0.05$ (Sig. < alpha). The determinant coefficient test shows a value of 0.512, this indicates that overall the independent variables, namely the Knowledge variable (X1), Motivation (X2), and Social Environment (X3) have a sufficient relationship with the dependent variable, namely the Young Generation Interest Variable (Y) of 51.2% and the remaining 48.8% is influenced by other factors outside the independent variable. While partially Knowledge has an influence on the Interest of the Young Generation with a calculated $t_{\text{value}} (4.707) > t_{\text{table}} (1.662)$, Motivation does not affect the Interest of the Young Generation with a calculated $t_{\text{value}} (1.509) < t_{\text{table}} (1.662)$, and the Social Environment Influences the Interest of the Young Generation with a calculated $t_{\text{value}} (2.813) > t_{\text{table}} (1.662)$. Thus, it can be concluded that partially there is a positive and significant influence on Urban Farming Knowledge and the Social Environment on the Interest of the Young Generation, but the Motivation variable does not have a significant influence on the Interest of the Young Generation in Urban Farming Practices in Amplas Village, Medan Amplas District, Medan City.

Keywords: Urban Farming Knowledge, Motivation, Social Environment, Youth Interest, Urban Farming

ABSTRAK

Siti Fadilla, NIM. 7212510003 (2021). Pengaruh Pengetahuan *Urban Farming*, Motivasi Dan Lingkungan Sosial Terhadap Minat Generasi Muda Dalam Praktik *Urban Farming* Di Kelurahan Amplas, Kecamatan Medan Amplas, Kota Medan

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh pengetahuan urban farming, motivasi, dan lingkungan sosial terhadap minat generasi muda dalam praktik urban farming di Kelurahan Amplas, Kecamatan Medan Amplas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei.. Penelitian ini dilakukan terhadap generasi muda berusia 20–29 tahun di Kelurahan Amplas dengan jumlah sampel sebanyak 93 responden yang dipilih menggunakan teknik random sampling. Pengumpulan data dilakukan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, serta didukung oleh observasi dan dokumentasi. Analisis data menggunakan analisis deskriptif dan regresi linier berganda untuk menguji pengaruh variabel secara parsial dan simultan.

Berdasarkan hasil penelitian menunjukkan bahwa variabel Pengetahuan Urban Farming, Motivasi, dan Lingkungan Sosial secara simultan signifikan terhadap Minat Generasi Muda dalam praktik urban farming. Hasil ini dilihat dari nilai $F_{hitung} > F_{tabel}$ yaitu $31,075 > 2,71$ dengan level of significant diperoleh nilai $0,000 < 0,05$ (Sig. < alpha). Uji koefisien determinan menunjukkan nilai sebesar 0,512, ini menunjukkan bahwa secara keseluruhan variabel bebas yaitu variabel Pengetahuan (X1), Motivasi (X2), dan Lingkungan Sosial (X3) memiliki hubungan yang cukup dengan variabel terikat yaitu Variabel Minat Generasi Muda (Y) sebesar 51,2% dan sisanya 48,8% dipengaruhi oleh faktor lain diluar variabel independen. Sedangkan secara parsial Pengetahuan mempunyai pengaruh terhadap Minat Generasi Muda dengan nilai $t_{hitung} (4,707) > t_{tabel} (1,662)$, Motivasi tidak berpengaruh terhadap Minat Generasi Muda dengan nilai $t_{hitung} (1,509) < t_{tabel} (1,662)$, dan Lingkungan Sosial Berpengaruh terhadap Minat Generasi Muda dengan nilai $t_{hitung} (2,813) > t_{tabel} (1,662)$. Dengan demikian dapat disimpulkan secara parsial terdapat pengaruh yang positif dan signifikan pada Pengetahuan Urban Farming dan Lingkungan Sosial Terhadap Minat Generasi Muda, namun variabel Motivasi Tidak memiliki pengaruh yang signifikan terhadap Minat Generasi Muda Dalam Praktik Urban Farming Di Kelurahan Amplas, Kecamatan Medan Amplas, Kota Medan.

Kata Kunci: Pengetahuan Urban Farming, Motivasi, Lingkungan Sosial, Minat Generasi Muda, Urban Farming.