

ABSTRACT

The Role of Youth Farmers in the Development of PUPM-TTI in Bontonompo District, Gowa Regency. Supervised by SRI MARDIYATI and NADIR.

This study aims to describe the PUPM – TTI (Community Food Business Development Program – Indonesian Farmer Shop) in Bontonompo District, Gowa Regency and to determine the role of young farmers in developing the activities of PUPM – TTI (Community Food Business Development Program – Indonesian Farmer Shop) in Bontonompo District, Gowa Regency.

Determination of the sample in this study was done by purposive sampling. In this study, the research sample was a youth farmer group located in the southern bontobiraeng village and joined in a farmer group and included in the criteria for youth farmers. Sampling was done by purposive sampling. The data analysis technique used was descriptive analysis using Likert scale data analysis.

The results showed that the role of young farmers in South Bontobiraeng Village, Bontonompo District, Gowa Regency was very active in the development of PUPM-TTI. Because it has been able to realize what the main task of PUPM itself is to maintain price stability during the main harvest and youth famine, it has also succeeded in cutting the supply chain for selling farm products which previously depended on middlemen at prices that were not suitable for the PUPM-TTI program.