

ABSTRAK

SHAHRUL ADITYA, 105051100223. Kajian Sosial Ekonomi Terhadap Minat Generasi Muda untuk Keberlanjutan Agribisnis di Kecamatan Bonto Bahari Kabupaten Bulukumba. Dibimbing oleh **Ratnawati Tahir** dan **Amruddin**.

Fenomena menurunnya minat generasi muda terhadap sektor agribisnis menjadi tantangan besar dalam mewujudkan keberlanjutan pertanian di daerah pedesaan. Penelitian ini bertujuan untuk mengkaji tingkat minat generasi muda serta menganalisis pengaruh faktor sosial, ekonomi, dan keberlanjutan terhadap minat mereka dalam mendukung keberlanjutan agribisnis di Kecamatan Bonto Bahari, Kabupaten Bulukumba. Pendekatan yang digunakan adalah kuantitatif, dengan teknik survei terhadap 100 responden berusia 15–24 tahun yang bukan pelaku agribisnis. Analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara simultan, ketiga faktor memiliki pengaruh signifikan terhadap minat generasi muda. Secara parsial, faktor keberlanjutan memiliki pengaruh paling signifikan dan signifikan ($p = 0,002$), sedangkan faktor sosial mendekati signifikan ($p = 0,057$) dan faktor ekonomi tidak signifikan ($p = 0,251$). Nilai koefisien determinasi ($R^2 = 0,383$) menunjukkan bahwa model mampu menjelaskan 38,3% variasi dalam minat generasi muda terhadap agribisnis. Temuan ini menunjukkan perlunya strategi penguatan keberlanjutan yang melibatkan generasi muda melalui modernisasi pertanian, inovasi teknologi, dan program pemberdayaan yang relevan.

Kata kunci: keberlanjutan agribisnis, minat generasi muda, sosial ekonomi.

ABSTRACT

Shahrul Aditya, 2025. Socio-Economic Study of Young Generation Interests for Agribusiness Sustainability in Bonto Bahari District, Bulukumba Regency. Supervised by Ratnawati Tahir and Amruddin.

The phenomenon of decreasing interest of the younger generation in the agribusiness sector is a serious challenge in realizing agricultural sustainability, especially in rural areas. This study aims to examine the level of interest of the younger generation and analyze the influence of social and economic factors on their involvement in agribusiness sustainability in Bonto Bahari District, Bulukumba Regency. The method used was a quantitative approach with survey techniques and data collection through questionnaires and interviews with 100 respondents aged 15–24 years. Data were analyzed using descriptive and inferential statistics, including correlation analysis.

The results of the study showed that most of the young generation have sufficient interest in agribusiness, but this had not been achieved in concrete actions. Social factors such as family support, friendship environment, access to information, and education affected a significant influence on this interest. Likewise, economic factors such as income, land ownership, access to capital, and market opportunities also play an important role. This study concludes that the sustainability of agribusiness is greatly influenced by the readiness and involvement of the young generation, which needs to be encouraged through strategic programs, modernization of the agricultural sector, and innovation and technology.

Keywords: *Sustainability of Agribusiness, Interest of Young Generation, Socio-Economic.*

