



UDC 331

## IMPLICATIONS OF COMPREHENSIVE TRAINING EDUCATION FOR MILLENNIAL FARMERS ON MOTIVATION FOR AGRICULTURAL ENTREPRENEURSHIP

**Parandy La Mema, Fauzi Akhmad, Winarno Sri Tjondro, Soedarto Teguh, Mubarokah, Hendrarini Hamidah**

Faculty of Agribusiness, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia

**Baihaqi Vanity Kurnia\***

Department of Tropical Agriculture and International Cooperation, National Pingtung University of Science and Technology, Pingtung, Taiwan

\*E-mail: [vanitykbaihaqi@gmail.com](mailto:vanitykbaihaqi@gmail.com)

### ABSTRACT

Comprehensive training education in the agricultural sector for millennial farmers is urgently needed. Youth Entrepreneurship and Employment Support Services (YESS) Program has become a place for training young farmers. The YESS Education Training Program encompasses various aspects: agricultural practices, ranging from planting crops, seeding, nurturing rice, corn, cassava, and more; animal husbandry, including techniques for raising goats; fisheries, covering the methods for raising catfish; product processing management, focusing on production procedures. The aim of this research was to analyze the implications of the YESS Training Education Program. The research drew upon information gathered from individuals enrolled in the YESS Program training within the Pacitan district, encompassing a cohort of 500 young participants who served as research subjects. The age range of these informants spanned from 17 to 39 years old. The results showed that motivation is great obtained by training participants and it shows the trend of becoming agricultural entrepreneurs. The millennial farmers are enthusiastic, motivated to pursue farming, animal husbandry and fisheries. Despite facing challenges related to capital, numerous millennial farmers aspire to secure accessible funding from banks to enhance their agricultural, livestock, and fisheries enterprises. The YESS Program training offers unique encouragement to millennial farmers and is deemed essential for the future.

### KEY WORDS

YESS program, training, motivation, millennial farmers, agricultural entrepreneurship.

Indonesia, predominantly agrarian, sustains a populace largely engaged in farming. The nation's agricultural sector, pivotal for economic advancement, warrants significant focus within the context of national economic development (Partowijoto, 2003). This emphasis is particularly crucial during economic recovery phases, as evidenced by various economic metrics (Abdalloh, Irwan, 2018). Among vocational pursuits, farming remains a notable choice for the contemporary millennial cohort, driven primarily by the persistent lack of improvement in the profession's economic prosperity (Wibowo, 2021).

Agriculture plays a very important role in human life because it is responsible for providing food, animal feed and biomass energy. Its role is strategic in supporting the national economy by focusing on aspects such as food security, increasing competitiveness, job creation and poverty reduction. Apart from that, agriculture also stimulates agro-industry growth and increases exports of agricultural commodities to strengthen the country's foreign exchange. However, big challenges are faced in meeting food needs, especially with the projected growth of Indonesia's population in 2050 which is estimated to reach 330.9 million people, making it one of the six most populous countries in the world, after India, China, Nigeria, the United States and Pakistan (United Nations Population 2019).

In an attempt to ensure food accessibility within the community as a crucial aspect of



attaining national food security, the government has delineated these measures through legislation such as Law Number 17 of 2007 on the National Long Term Development Plan (RPJPN) for 2005-2025 and Presidential Regulation Number 18 of 2020 concerning the National Medium Term Development Plan (RPJMN) for 2020-2024. Within this framework, the agricultural sector is anticipated to play a pivotal role in fostering substantial contributions to Indonesia's economic growth of high quality. Forecasts for national economic growth over the forthcoming five years stand at approximately 5.7-6.0% annually, propelled by endeavors aimed at enhancing productivity, fostering sustainable investment, reforming the labor market, and enhancing Human Resources (HR) quality. It is envisioned that the year 2024 will mark a period of enhanced economic quality for Indonesia, evident in more stabilized macroeconomic indicators, a reduction in poverty rates, a decline in unemployment figures, a decrease in economic disparity, and an elevation in the Human Development Index (HDI).

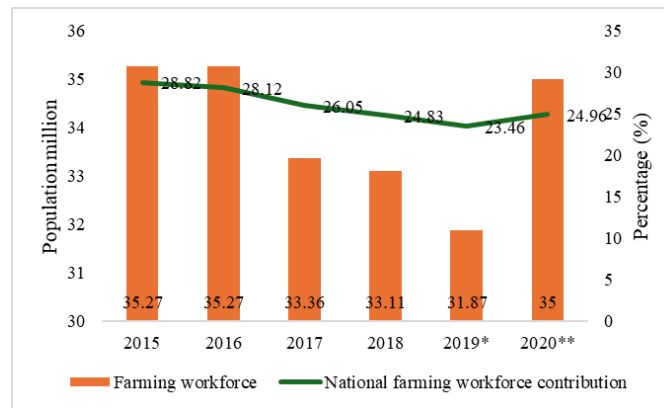


Figure 1 – Narrow Agricultural Workforce 2015-2019

According to statistics provided by the Central Statistics Agency (BPS), the majority of Indonesia's population remains engaged in agricultural work, constituting 24.96% of the labor market in 2020, which equates to 35.00 million individuals out of a total workforce of 140.22 million people.

The Farmer Exchange Rate (NTP) is determined by comparing farmers' received price index (It) with their paid price index (Ib), serving to gauge the feasibility of swapping products for both production and household use. It also reflects the competitiveness of agricultural goods against others. In 2019 (based on 2012=100), NTP saw a 0.91% rise from 2018, with the highest increase in the Horticulture sub-sector (2.54%) and the lowest in Livestock (0.63%). Conversely, NTP declined in the Community Plantation Crops Sub-Sector (-0.15%). Additionally, the government employs the Agricultural Business Exchange Rate (NTUP) to assess agricultural business success, comparing income changes to production and purchase costs. BPS data shows that NTUP, excluding fisheries, increased significantly from 107.44 in 2015 to 112.17 in 2019, indicating improved trade terms and profitability for agricultural products.

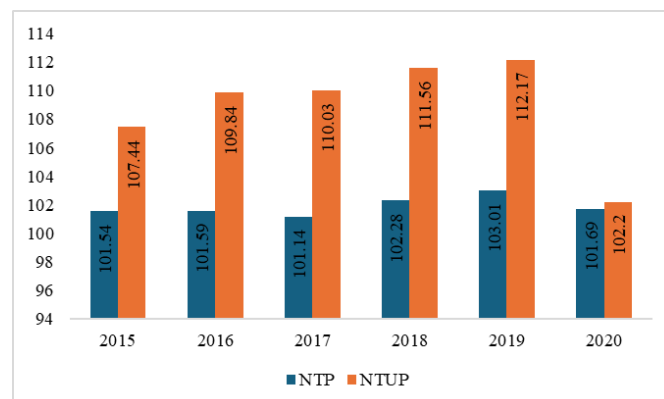


Figure 2 – FTT and Farmer Business Exchange Rates 2015-2020 (2018 = 100)



According to the 2016 data from the Center for Research and Development of Land Resources, Indonesia's land area totals approximately 191.1 million hectares, comprising 43.6 million hectares of wetlands and 144.5 million hectares of dry land. Among these, there are 15.9 million hectares suitable for agriculture, including 3.4 million hectares designated as APL land (Area for Other Use), 3.7 million hectares as HP land (Production Forest), and 8.9 million hectares as HPK land (Convertible Production Forest). The potential land resources for lowland rice cultivation are estimated at 7.5 million hectares, while for food crops, chili, shallots, and sugarcane, along with upland chili and shallots, the potential area is 7.3 million hectares and 154.1 thousand hectares respectively.

As per the National Work Unit (Sakernas) data of 2018, more than 35.7 million workers in Indonesia are still reliant on the agricultural sector. Enhancing the knowledge and skills of the local population to engage in the production, processing, and marketing of agricultural products is expected to bolster the production capacity of various commodities, meeting both domestic and global market demands.

The 2010 Census suggests that Indonesia will witness a surge in its young population, termed a demographic bonus, from 2010 to 2040. During this period, there is a significant opportunity for Indonesia to capitalize on its youthful demographic dividend by leveraging the availability of skilled young labor, thereby fostering growth across all sectors. However, failure to seize this opportunity effectively may impede progress, particularly in agriculture, undermining growth prospects across the board.

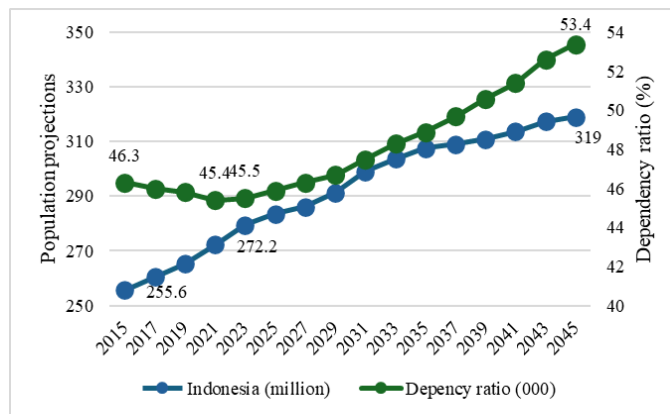


Figure 3 – Projection of the Dependency Ratio and Indonesia's Population Growth 2015-2045

One of the crucial problems faced by the agricultural sector is land conversion which not only causes food production to fall, but is also a form of investment loss, degradation of agroecosystems, degradation of agricultural traditions and culture, which results in increasingly narrow farming areas and a decline in farmers' welfare, resulting in farming activities carried out by farmers cannot guarantee a decent standard of living.

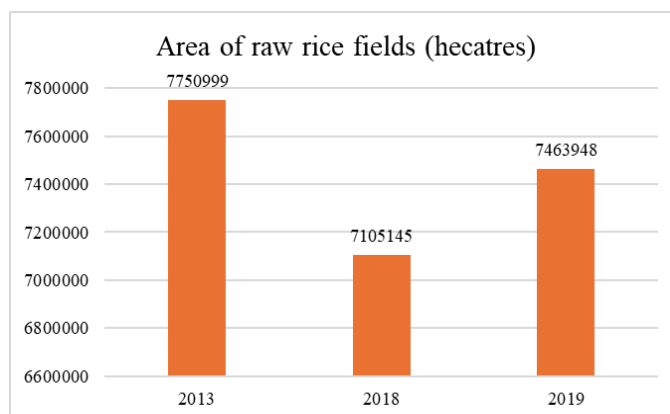


Figure 4 – Area of raw rice fields



The challenge to reduce the rate of agricultural land conversion in the future is how to protect the existence of agricultural land through spatial planning and control; increasing land optimization, rehabilitation and extensification; increasing the productivity and efficiency of agricultural businesses and controlling population growth.

Land area is one of the determining factors in achieving production targets. Specifically for lowland rice fields, the standard area for rice fields is determined through a Decree of the Minister of ATR/Head of BPN. The calculation of the area of raw rice fields was carried out by the Ministry of ATR/BPN using the Area Sample Frame (KSA) survey method which was implemented in collaboration with BPS, the Agency for the Assessment and Application of Technology (BPPT); Information and Geospatial Agency (BIG); as well as the National Aeronautics and Space Agency (LAPAN) and the Ministry of Agriculture. Since 2017, the calculation of the raw area of rice fields has been carried out in two stages, namely using very high-resolution satellite imagery and through revalidation in the field. In 2018, these two stages were carried out in 16 rice production center provinces which cover 87 percent of the total area of raw rice fields in Indonesia. The area of national raw rice fields according to the Decree of the Minister of ATR/Head of BPN No. 399 / KEP-23.3 / 2019 national rice fields based on the Decree of the Minister of ATR/Head of BPN Number 686/SK-PG.03.03/XII/2019, dated 17 December 2019, namely 7,463,948 hectares.

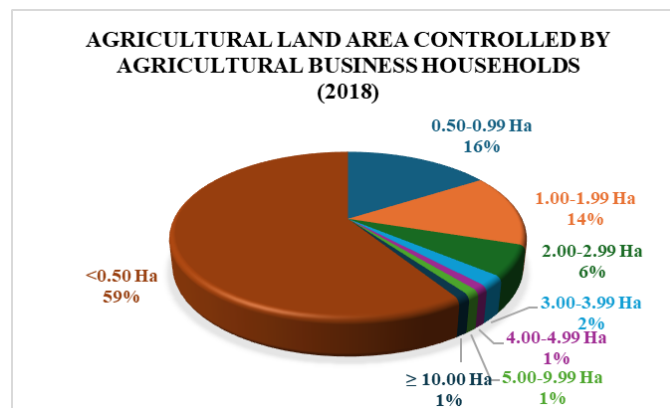


Figure 5 – Agricultural Land Area Controlled by Agricultural Business Households

Apart from the problem of decreasing land area, another problem related to land is land ownership by farmers which is increasingly narrow. Based on the results of the 2018 Inter-Census Agricultural Survey (SUTAS), the area of agricultural land controlled by agricultural business households is less than 0.5 hectares as many as 15.89 million households or 59.07% of the total farming households. Farmer households whose land ownership is less than 0.5 hectares increased from 14.62 million households in 2013 to 15.89 million households in 2018. This condition of land ownership is caused by: (1) increasing conversion of agricultural land for agricultural purposes, housing and public facilities; (2) land fragmentation occurs due to the inheritance process; and (3) the sale of rice fields. In an effort to anticipate the provision of land for the prospective National Capital in East Kalimantan Province, according to KLHK data (2020), land preparation for the prospective National Capital from forest areas reached 175,000 hectares. It is necessary to make efforts to maintain productive land supporting food through the implementation of Law Number 41 of 2009 concerning Protection of Sustainable Food Agricultural Land.

Farmers' education and age are important issues for the sustainability of farmer resources capable of producing quality agricultural commodities. The main employment problem in the agricultural sector is the age of the productive workforce and the level of education. Based on the results of the 2018 BPS SUTAS, as many as 27.4% of the workforce in the agricultural sector are workers aged between 45-54 years, the age group 35-44 years old at 24.4% and followed by workers in the 55-64 age group at 20.8%. In terms of farmer age, it is known that young people in the agricultural sector are still quite high, although the proportion is decreasing due to the decreasing interest of the younger



generation in the agricultural sector.

In terms of education, the workforce in the agricultural sector from no school to those who have completed elementary school reaches 66.42%, followed by graduates of junior secondary schools at 16.13% and graduates of senior secondary schools at 14.33%. With education still dominated by junior high school and below and the emergence of new groups of farmers who are inexperienced, strategies are needed to increase competency, creativity and innovation through vocational training, as well as mentoring new agricultural entrepreneurs.

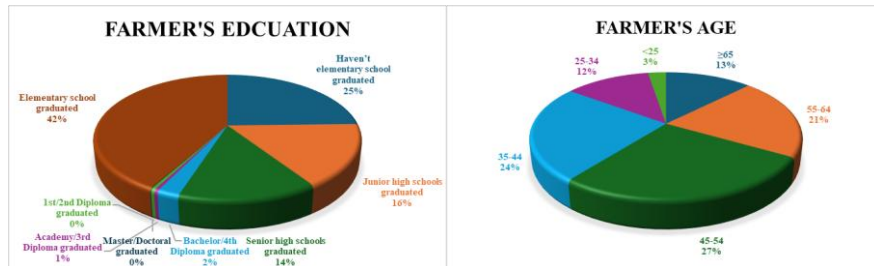


Figure 6 – Education and Age of Farmers in 2018

Based on BPS data (2018) it shows that the main income of the Indonesian population in 73 thousand villages (87%) comes from the agricultural sector. This condition indicates that efforts to eradicate poverty, unemployment and food insecurity must be carried out by developing agriculture and rural areas. In addition to the problems above, various factors emerged that influenced the interest of youth (the younger generation) in engaging in agriculture.

There are many factors causing the decline in the interest of the younger generation to enter the world of agriculture, among them:

- Young people's perceptions of the agricultural sector include that farming is dirty, requires hard work, old school, difficult, not cool, less profitable, takes a long time and is close to poverty;
- Families, schools, and non-agricultural activities have shaped rural youth into "modern" human resources. These modern youths encourage migration from villages to cities and leave agriculture which is only a small scale;
- Most (70%) of parents do not want their children to become farmers (People's Coalition for Food Sovereignty, 2015);
- Most parents do not want to hand over agricultural land to their children, their children only receive agricultural land at the age of around 40, after their parents died;
- This study was aimed to determine the interest of young farmers in entrepreneurship in agriculture.

Millennial farmers, born between the early 1980s and the mid-1990s to early 2000s, are highly interested and engaged in agriculture. They embrace technology, such as agricultural apps, drones, and sensors, to enhance efficiency and productivity. Additionally, they often practice sustainable and organic farming and utilize social media for marketing and customer connection. Furthermore, millennial farmers contribute to agricultural innovation and progress by introducing new ideas and approaches.

Millennial farmers require support in various areas to thrive in agriculture:

- Technology Access: They need tools like agricultural apps, drones, and sensors to manage farms efficiently and boost yields;
- Education and Training: Training in modern agriculture and sustainable practices is crucial for their success;
- Market Access: They must have access to local and global markets, utilizing partnerships and online platforms for sales;
- Financial Assistance: Access to capital through loans, government aid, or private investment is essential for starting and growing farms;



- Sustainable Awareness: Millennial farmers prioritize sustainable and organic practices, necessitating access to relevant information and resources;
- Networking: Building a strong network within the farming community enables knowledge sharing, resource pooling, and mutual support.

The Ministry of Agriculture, working with the Agricultural Extension and Human Resources Development Agency (BPPSDMP), is dedicated to revitalizing the farming community and fostering a new generation of entrepreneurial farmers. In line with this commitment, the Ministry, in collaboration with the International Fund for Agricultural Development (IFAD), initiated the Youth Entrepreneurship and Employment Support Services Program (YESS). This program aims to cultivate young farmers, enhance their skills and capabilities, and nurture entrepreneurial qualities among the millennial generation.

An implication is a result stemming from a word or event, as defined by The Big Indonesian Dictionary (KBBI) as involvement or inclusion, often suggesting something without stating it explicitly. Implications can signify potential future outcomes or consequences arising from actions. Understanding implications may pose challenges for some individuals, as the term often pertains to suggestions that are implied rather than directly expressed.

In Bambang Sugeng's book: 2020, there are five types of implications, namely as follows:

- Theoretical Implications. The first type of implication is theoretical implication, namely a contribution in the form of research results on theory or previous discoveries. This term is often used in research activities;
- Ethical Implications. Ethical implications are the consequences of an action. To carry out an analysis of ethical implications means examining something from a moral perspective;
- Cultural Implications. Meanwhile, the third type is cultural implications, namely a policy, event, or movement must have a certain culture;
- Methodological Implications. Methodological implications pay attention to analytical methods and analytical results. This situation became a standard statistical method;
- Mathematical Implications. According to Britannica, mathematical implication relates to two propositions where the second thing experiences the logical consequences of the first thing. For example, if A then B, then it can be defined as  $A \Rightarrow B$ .

The aim of this research was to analyze the implications of the YESS Training Education Program to motivate millennial farmers to be an agricultural entrepreneur.

## **METHODS OF RESEARCH**

This study employed a Qualitative Descriptive Methodology, utilizing in-depth interviews with participants of agricultural training sessions organized by the Youth Entrepreneurship and Employment Support Services (YESS) Program, following their enrollment in the educational program between 2022 and 2023.

The research site was the YESS Training Program facilitator located in Pacitan Regency, East Java, with branches in every sub-district of the region. Pacitan Regency was chosen as the research site for several reasons, including its role as the venue for the YESS Program for Youth and the availability of comprehensive facilities and infrastructure suitable for conducting life skills training sessions for young individuals.

In-depth interviews are utilized by researchers to collect information through direct question-and-answer sessions with informants. The aim is to gather insights related to research inquiries by presenting themes or frameworks and using consistent questions across multiple interviews. Researchers record informant explanations using recording equipment to ensure valid and precise primary data collection. This recorded material serves as valuable content for composing the research report.

In qualitative research, the method employed for interviews is referred to as in-depth interviews. This type of interview entails the process of gathering research data through



direct, face-to-face interactions where the interviewer poses questions to the interviewee, with or without the aid of an interview guide. These interactions involve a relatively prolonged engagement between the interviewer and interviewee within their social contexts (Sutopo 2006: 72).

An interview is an endeavor to collect information through oral questioning, where a series of questions are posed orally and responded to likewise. A fundamental characteristic of interviews is the direct interpersonal interaction (face-to-face relationship) between the individual seeking information (interviewer or information seeker) and the source of information (interviewee) (Sutopo 2006: 74).

Different types of interviews encompass free interviews, guided interviews, and hybrid interviews blending elements of both (Sugiyono, 2008: 233). In a free interview, the interviewer has the liberty to inquire about any topic while ensuring retention of collected data. Conversely, a guided interview involves the interviewer posing a series of comprehensive and detailed questions. A hybrid of these, the guided free interview, combines the openness of the free interview with the structure of the guided interview.

Several factors demand a researcher's attention during interviews, such as voice modulation, speaking pace, question sensitivity, eye contact, and nonverbal cues. In the pursuit of information, researchers conduct two primary types of interviews: autoanamnesis, which involves interviewing the subject or respondent directly, and aloanamnesis, which entails interviewing the respondent's family members (Sugiyono, 2008: 227).

When conducting interviews, it's advisable to commence with straightforward inquiries, begin with factual details, refrain from posing multiple questions simultaneously, avoid delving into personal matters until rapport is established, reiterate responses for clarity, foster a positive demeanor, and manage any negative emotions. The research drew upon information gathered from individuals enrolled in the YESS Program training within the Pacitan district, encompassing a cohort of 500 young participants who served as research subjects. The age range of these informants spanned from 17 to 39 years old.

This research informant took 500 participants with age categories:

- Age 17 – 24 as many as 150 participants;
- Age 25 – 30 as many as 150 participants;
- Age 31 – 39 as many as 200 participants.

In research using Abraham Maslow's Hierarchy theory regarding the need to analyze whether there is motivation in millennial farmers

- Physiological needs (physiological);
- The need to feel safe (safety);
- Social Needs (affiliation);
- The need for esteem (esteem);
- Self-actualization needs (self-actualization).



Figure 7 – Maslow's hierarchy of needs



## RESULTS AND DISCUSSION

Youth Entrepreneurship and Employment Support Services (YESS) is a collaboration program between the Ministry of Agriculture through the Agricultural Extension and Human Resources Development Agency (BPPSDMP) with the International Fund for Agricultural Development (IFAD) as an effort to develop young entrepreneurs and skilled workers in the agricultural sector. The target of the YESS program is young people aged 17-39 years who permanently reside or have a National Identity Number (NIK) in the 4 provinces where the YESS program is located (West Java, East Java, South Kalimantan and South Sulawesi) in 15 districts.

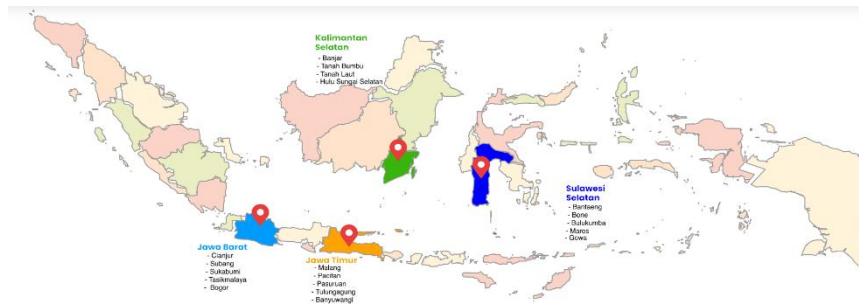


Figure 8 – Location Project of YESS Program

In total, the YESS Program locations are planned to be in 15 (fifteen) districts in 4 (four) provinces (West Java, East Java, South Kalimantan and South Sulawesi Provinces).

Table 1 – YESS Program Locations (\*Yellow block showed the Regency for research)

Province	Regency
1. Jawa Barat	Cianjur
	Tasikmalaya
	Sukabumi
	Subang
	Malang
2. Jawa Timur	Pasuruan
	Tulungagung
	Pacitan*
3. Kalimantan Selatan	Banjarbaru
	Tanah Laut
	Tanah Bumbu
	Bantaeng
4. Sulawesi Selatan	Bulukumba
	Maros
	Bone

The YESS Education Training Program covers 1) agriculture starting from how to plant crops, seeding, cremating, caring for rice, corn, cassava and others, 2) Animal husbandry starting from how to raise goats, 3) Fisheries starting from how to raise catfish and 4) product processing management the (Parandy,2023).

Motivation is the root word from the Latin word *movore*, which means movement or encouragement to move. Motive can be said to be the driving force within the subject to carry out certain activities to achieve goals. This motive is the basis of the word motivation which can be interpreted as a driving force that has become active.

General motivation theory states that basically all humans have basic needs. Maslow's hierarchy of needs is a psychological theory introduced by Abraham Maslow in his paper, "A Theory of Human Motivation", in Psychological Review in 1943. He thinks that lower-level needs must be met or at least enough to be met first before higher level needs become motivating.





According to Robbins and Judge (2013), motivation is a process that explains the intensity, direction and persistence of an individual to achieve their goals. There are three main keys, namely: intensity, direction and persistence. Intensity explains how hard someone tries. High intensity will not bring desired results unless the effort is directed toward a goal that benefits the organization. It could be said that motivation must have a directional dimension. Efforts to diligently progress towards organizational goals are efforts that must be fostered. Finally, motivation has a dimension of persistence. This is a measure of how long a person can maintain his business. Motivated individuals will stay at work to achieve their goals (Indahyati and Hendarti, 2020). If someone has high motivation then he will do the job optimally and vice versa, if someone does not have motivation at work then there will be no new things he can do to achieve the company's targets. This motivation is important because with motivation it is hoped that each individual employee will work hard and be enthusiastic to achieve high work productivity (Sunyoto, 2015).

The goals of motivation:

- Encourage passion and enthusiasm;
- Increase morale and satisfaction;
- Increase productivity;
- Maintain loyalty and stability;
- Improve discipline;
- Create a good atmosphere and relationships;
- Increase creativity and participation;
- Improve welfare;
- Increase your sense of responsibility for your duties.

Abraham Maslow's theory in Fomenky (2015) says that there are five needs in motivating someone, namely:

- Physiological needs (physiological). Includes physical needs and efforts to survive, such as eating, drinking, etc;
- The need to feel safe (safety). The need for security and safety from physical and emotional harm;
- Social needs (affiliation). The need to live with other people such as love, acceptance, etc;
- The need for esteem (esteem). The need for self-esteem and respect from the environment, both internal factors, namely autonomy and achievement, factors external, namely recognition and attention;
- Self-actualization needs (self-actualization). The highest level of need because a person will act not because of the encouragement of others but based on their own awareness and desires.

The following are the results of interviews with training participants.

*1. Physiological needs (physiological):*

Did this training benefit you? Explain Informants 1A, 1B, 1C.

1A: "It provides many benefits, especially in the agricultural sector" 1B: "Since I took this training, I feel there is hope to survive."

1C: "This training has provided many benefits for my family as farmers and can fulfill my family's living needs."

Does this agricultural training give you hope? Explain Informants 2A, 2B, 2C.

2A: "I really hope to be a successful farmer and catfish breeder."

2B: "Currently finding work is difficult, so with this training I can be happy and hopeful about becoming a modern farmer."

2C: "This training really supports my farming business and there is hope that my agricultural production will increase."

Does Animal Husbandry and Fisheries Training inspire you? Explain Informants 3A, 3B, 3C.

3A: "This is good training and provides a lot of agricultural knowledge. I am excited to attend the YESS Program training."



3B: "This training is different from other training because the YESS Training Program has followed- up actions such as providing grant assistance or monitoring farming businesses. I think this is great and encourages me a lot."

3C: "I am happy because after participating there was grant assistance in the form of money or fertilizer for my farm. And Alhamdulillah, my agriculture has improved."

*2. The need to feel safe (safety):*

If you couldn't work in a company or office, what job would you choose? Informants 4A, 4B, 4C.

4A: "Because I took part in this training, my choice was to become a farmer" 4B: "If I choose farming and raise catfish and raise goats."

4C: "Agriculture is my choice of work and I will increase it to catfish cultivation business."

Are farming, animal husbandry and fish cultivation your work of choice? Informants 5A, 5B, 5C.

5A: "Yes, of course."

5B: "That's definitely my choice."

5C: "Yes, that's been my choice since middle school."

Explain number 5 above.

6A: "Farming is a noble job, so I choose farming and I will not be considered an unemployed child."

6B: "Farmers agree that it is a noble job to support many people besides my own family. So don't take it for granted that farmers are dirty. It's okay as long as I work really well."

6C: "When it was difficult to find work, I tried to farm with the existing land and I used the land behind the house to cultivate catfish, so that farming or being a catfish breeder was a good job and could save me from being unemployed."

*3. Social Needs (affiliation):*

By taking part in this agricultural training, what will you get? Informants 7A, 7B, 7C.

7A: "I felt that there were many new friends in the training, so we could exchange information for agricultural purposes."

7B: "What is clear is that by joining this training, I will have more friends and it will be fun for me" 7C: "For me, gatherings in the community like this training provide a new nuance and its own entertainment, being able to mingle with lots of people, being able to exchange ideas and information."

What do the people around you think about your choice to become a farmer or livestock breeder? Informants 8A, 8B, 8C.

8A: "My family supports and gives me hope to work on the rice fields that the family owns. The outlook is good and positive."

8B: "Friends who used to think I was unemployed have now changed their support for me because by raising catfish I can provide jobs to my friends who don't work."

8C: "I am grateful that by farming and raising fish, I can have many employees who work in the rice fields and in catfish farming. They all get profit from my business."

Explain number 8 above. Informants 9A, 9B, 9C.

9A: "The positive side is the support from the family for business, there is capital even though it is small, but I am optimistic that by farming or raising livestock, the local community will live in social and positive terms."

9B: "Support from family friends for the catfish cultivation business really provides benefits to the surrounding community. So now someone is calling me a boss boss. There is a special pride for me."

9C: "What is clear is that with this training and being able to improve my agricultural business, the community will respect my business."

*4. The need for esteem (esteem):*

After participating in the YESS Program training, were there any benefits to your agricultural business? Explain.

Informants 10A, 10B, 10C.



10A: "There are so many benefits for me as a young person, it turns out that farming is great, not just nonsense. And now when I meet friends, I don't feel inferior or embarrassed because I don't have work... now it's the other way around, my friends actually ask for work from my business." 10B: "Farming and raising livestock is a job that should be continued because with agriculture and animal husbandry and fisheries, the needs of local communities are met and on a large scale agriculture in our area is a model for the success of catfish cultivation."

10C: "This training has had many benefits and supports my agricultural business and I think there needs to be increased training like the YESS Program from regional government or central government."

After participating in the YESS Program training, are there any benefits to your fish farming and cultivation business? Explain.

Informants 11A, 11B, 11C.

11A: "From this training I got many benefits such as knowledge of how to farm, how to raise livestock and how to keep fish."

11B: "There are many benefits, especially for increasing a business from zero to success, even though it hasn't been a big success, but that's enough. But I need more capital to develop my agricultural business and that is a business capital problem."

11C: "Regarding the increase in business, I also experience capital problems. In the future, I hope there will be ease in the field of capital for farming businesses. For example, if we want to open an agricultural business, such as providing fertilizer, modern agricultural equipment such as tractors, this requires a lot of capital for agricultural entrepreneurs. We want to get a solution regarding capital, for capital amounts of around 500 million rupiah and above."

After participating in the YESS Program training, what are your efforts to advance animal husbandry and fish cultivation in relation to modern technology?

Informants 12A, 12 B, 12C.

12A: "It's true that to develop farming businesses we need a lot of capital, for example if we run tractor machines, rice cutting machines, grain milling machines, we need a lot of capital."

12B: "We all experience obstacles in the capital for farming businesses, I don't know how much money I need to buy modern agricultural equipment."

12C: "We also need ease of obtaining capital for farming businesses of at least 500 million rupiah per group or individual. We need a solution."

##### *5. Self-actualization needs (self-actualization):*

By taking part in the YES Program training and practicing it in the field, what benefits do you get?

Informants 13A, 13B, 13C.

13A: "I think there are many benefits in the field, I myself took this training of my own accord, and my family didn't know at the start. But when I got help and started a farming and fish farming business, my family started to support me, in my family environment I became more cared for and appreciated."

13B: "I joined, but my family didn't know, after several months the results of taking part in the family training are now providing a lot of support for my agricultural business."

13C: "Initially I worked on my own and motivated myself to become a successful farmer and thank God, now my farming is running smoothly and there is a lot of support from the local community so I can work in my farming business. I love and appreciate them."

Are you motivated to empower yourself after participating in the YESS Training Program?" Informants 14A, 14B, 14C.

14A: "In this training I was very motivated, and I could apply the training program in the field. Thank God it was successful, even though it was still small."

14B: "Motivating yourself is important, because without your own will, determination and courage in anything we will never succeed. That's why in this training my motivation is very big. Another thing is that I am not belittled or looked down upon by other people who work in companies or offices."



14C: "Experience is the best teacher and I have motivated myself since I was young, never underestimate our own abilities. Proving that we can be like other successful people even through agriculture, animal husbandry and catfish cultivation. Thank God, I have 25 employees who work in agriculture and fisheries. Indirectly, the YESS Training Program is very good and needs to be improved in the future."

Explain your motivation for participating and applying the knowledge from the YESS Training program.

Informants 15A, 15B, 15C.

15A: "If I may rate the training, yes, the program is 99% good; only 1% is a continuation of this program for the millennial generation. I believe the millennial generation can be more sophisticated in using digital tools in the agricultural sector."

15A: "I agree that the YESS Training Program needs to be continued and given to the millennial generation or Gen Z so that agriculture in Indonesia is more sophisticated and modern."

15C: "I agree that the millennial generation is being given more sophisticated and modern training using digital tools and modern machines. But my message is that we will be hampered by capital."

From the results of in-depth interviews, we can group whether the respondents' answers support the research indicators, see Table 2:

Table 2 – Respondents' answers whether they support or not

Indicator	Interview	Answer	Support				Support percentage
			Yes	Doubt	No	Total	
Physiological needs (physiological)	Did this training benefit you? Explain Does this agricultural training give you hope? Explain Does the Animal Husbandry and Fisheries Training inspire you? Explain	Respond 1A,1B, 1C 2A,2B,2C 3A,3B, 3C	490	3	7	500	98%
The need to feel safe (safety)	If you couldn't work in a company or office, what job would you choose? Are farming, animal husbandry and fish cultivation your work of choice? Explain number 5 above.	Respond 4A,4B, 4C 5A,5B,5C 6A,6B, 6C	470	10	20	500	94%
Social Needs (affiliation)	By taking part in this agricultural training, what will you get? What do the people around you think about your choice to become a farmer or livestock breeder? Explain number 8 above.	Respond 7A,7B, 7C 8A,8B,8C 9A,9B, 9C	486	4	10		96,2%
The need for esteem (esteem)	After participating in the YESS Program training, were there any benefits to your agricultural business? Explain After participating in the YESS Program training, are there any benefits to your fish farming and cultivation business? Explain After participating in the YESS Program training, what are your efforts to advance animal husbandry and fish cultivation in relation to modern technology?	Respond 10A,10B, 10C 11A,11B,11C 12A,12B, 12C	494	2	4	500	98,8%
Self-actualization on needs (self-actualization)	By taking part in the YES Program training and practicing it in the field, what benefits do you get? Are you motivated to empower yourself after participating in the YESS Training Program? Explain your motivation for participating and applying the knowledge from the YESS Training program	Respond 13A,13B, 13C 14A,14B, 14C 15A,15B, 15C	485	5	10	500	97%

The percentage results above are added up in Table 3.



Table 3 – Supporting indicators

Indicator	Support	Percentage
Physiological needs (physiological)	490	
The need to feel safe (safety)	470	
Social needs (affiliation)	486	
The need for esteem (esteem)	494	
Self-actualization needs (self-actualization)	485	
Total	2425:5	97%
	485	

From these results it can be seen that to fulfill Abraham Maslow's hierarchy of needs, 485 respondents answered YES or 97%, and 3% for Doubtful or NOT.

A percentage of 97% means that Abraham Maslow's hierarchy of needs is met:

- Physiological (physiological) needs;
- The need for a sense of security (safety);
- Social Needs (affiliation);
- The need for self-esteem (self-esteem);
- The need for self-actualization (self-actualization).

The implications of fulfilling the 5 needs above will give rise to:

- The enthusiasm of millennial farmers to pursue farming, animal husbandry and fisheries;
- Motivate millennial farmers to use modern and digital equipment for farming, livestock and fisheries;
- Many millennial farmers need training like the YESS Program;
- Many millennial farmers are motivated by grant assistance;
- Many millennial farmers hope to get easy farming capital from banks to improve their farming, livestock and fisheries businesses.

Meanwhile, the results of 3% of respondents were because they were doubtful and NO; they had reason to try in a factory or company and they were not interested in becoming millennial farmers.

## CONCLUSION

The results of the YESS Training Program are able to inspire enthusiasm and motivation in the younger generation of farmers. As a result, the success of the YESS Training Program is considered an important driver in generating enthusiasm for becoming an agricultural entrepreneur, and requires broad support from various parties, including regional and central governments.

The challenges that arise are related to funding issues for agricultural businesses. Respondents expressed the need for grant assistance or easy loans from banks.

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## CONFLICT OF INTERESTS

The researchers affirm that there are no conflicts of interest with any party involved in this study.

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