



Young Generation's Perceptions of the Farming Profession in Agricultural Regeneration: A Qualitative Case Study

Moch Yusoeff Agung Ashar¹, Halbi¹, Hamsah¹

¹Program Studi Agribisnis, Institut Teknologi dan Bisnis Muhammadiyah Polewali Mandar, Indonesia

*Corresponding Author: Moch Yusoeff Agung Ashar
Email: moch.agr23@itbmpolman.ac.id



Article Info

Article history:

Received 16 April 2026

Received in revised form 2

May 2026

Accepted 1 June 2026

Keywords:

Perception

Younger Generation

Farming Profession

Farmer Regeneration

Social Media

JEL Classification:

Q10, Q12, Q18, J24, O13

Abstract

Farmer regeneration represents a strategic challenge to Indonesia's food security, including in Polewali Mandar Regency, due to the declining interest of young generations in agricultural professions. This study aims to examine the perceptions of educated youth toward the farming profession and the factors influencing these perceptions. A qualitative approach with a case study design was employed at the Muhammadiyah Institute of Technology and Business of Polewali Mandar. Data were collected through in-depth interviews, observation, and documentation, and analyzed using the Miles and Huberman model. The findings reveal a dualistic transition of perceptions: farming is regarded as a strategic profession with significant social value, yet it remains stigmatized as a low-prestige occupation. These perceptions are shaped by internal factors (family background, education, and personal experience) and external factors (social media, the role of higher education institutions, and government policy support). The novelty of this study lies in its empirical exploration of the dynamic transition of educated youth perceptions within a region-based agricultural higher education context, which has received limited attention in previous farmer regeneration studies. Practically, the results underscore the importance of agricultural modernization and the strengthened role of higher education and digital media in fostering sustainable farmer regeneration.

Introduction

Farmer regeneration is a strategic issue in maintaining national food security, given that the demographic structure of the agricultural sector in Indonesia is currently dominated by older farmers (Samiun et al., 2025). The dominance of older farmers not only reflects demographic issues but also indicates the weak sustainability of the transfer of agricultural knowledge, skills, and values across generations. This condition has implications for the increased vulnerability of the national food production system in the long term, especially amidst the pressures of climate change and increasing food demand. The low interest of the younger generation in the farming profession is often associated with negative perceptions that agriculture is a sector with little social and economic promise (Nugroho et al., 2023; Consentino et al., 2023; Henning et al., 2022; Prasetyaningrum et al., 2022; De Guzman et al., 2025; Boye et al., 2024).

The younger generation's perception of the farming profession is formed through the interaction of structural, cultural, and individual factors. Several studies have shown that limited understanding of modern agriculture, low agribusiness entrepreneurial literacy, and minimal exposure to agricultural technological innovations reinforce the negative image of this sector (Dewi & Jumrah, 2023; Pratama et al., 2024; Sandhu et al., 2024; Limpamont et al.,

2024; Ikuemonisan, 2024). As a result, agriculture is often perceived as a marginal career choice compared to non-agricultural sectors, which are considered more promising for social and economic mobility.

The issue of farmer regeneration is also relevant in Polewali Mandar Regency, one of the main agricultural regions in West Sulawesi, where the agricultural sector is the backbone of the regional economy (Hamsa et al., 2023). Data from the Central Statistics Agency (BPS) shows that more than 60% of active farmers in this region are over 45 years old (BPS, 2023). This age structure imbalance is exacerbated by the increasing migration of young people to the non-agricultural sector, which directly impacts the sustainable management of local leading commodities such as rice, cocoa, and coconut (Hikma et al., 2023; Polewali Mandar Agriculture Office, 2022). Thus, farmer regeneration in Polewali Mandar needs to be understood as a multidimensional socio-economic phenomenon, not simply a matter of individual choice.

Various previous studies have shown that the low interest of young people in the farming profession is rooted in the perception of agriculture as an outdated, less prestigious, and high-risk sector (Pratama et al., 2024; Tijani, 2022; Nandi et al., 2022). Susanto (2022) emphasized that this perception drives young people to urbanize as a strategy to improve their well-being. In fact, negative stigma is still found among agricultural students, who view farming as hard work and prone to failure (Perkasa et al., 2021; Woolford et al., 2022; Baker et al., 2022; Garner et al., 2025). These findings indicate that formal education has not automatically transformed the perceptions of young people if it is not integrated with contemporary agricultural realities and innovations.

In line with global findings, farmer regeneration is not solely determined by economic factors, but also by changes in the values, aspirations, and perceptions of the agricultural profession among young people (Consentino et al., 2023; Darmawan et al., 2024; Juniasih et al., 2025). Borda et al. (2023), through a systematic review of international literature, showed that low youth participation in the agricultural sector is closely related to the perceived social image of agriculture as less prestigious, income uncertainty, and limited access to innovation and institutional support. The study confirms that young people's decisions to stay in or leave the agricultural sector are the result of a complex interaction between structural, cultural, and individual factors, influenced by educational context and social environment. Therefore, young people's perceptions of the farming profession need to be understood as a dynamic and contextual process, not a static attitude (Qasemi et al., 2023; Lian et al., 2025).

On the other hand, developments in information technology and social media have created opportunities for changes in the younger generation's perceptions of the agricultural sector (Unay-Gailhard & Brennen, 2022; Yadav et al., 2023). Social media plays a role in building a more modern, innovative, and entrepreneurial image of the farming profession (Utami & Rahardjo, 2023; Kumar et al., 2023; Dilleen et al., 2023). This suggests that the younger generation's perceptions are dynamic and potentially transitional as social contexts, education, and exposure to information change.

Unlike previous research, which generally focused on rural youth or aspiring farmers in general and viewed perceptions statically (positive or negative), this study explicitly positions the perceptions of educated young people as a dynamic and transitional process. Specifically, this study examines students and alumni of the Muhammadiyah Polewali Mandar Institute of Technology and Business (ITBM Polman), a group of educated young people with access to academic knowledge, technology, and social networks, but not all of whom have agricultural backgrounds. To date, empirical studies analyzing the dynamics of this group's perceptual

transition within the framework of agricultural regeneration are limited, leaving a significant research gap.

The novelty of this research lies in its conceptual approach, which views the younger generation's perception of the farming profession as a transitional process shaped by the interaction of internal factors (family background, education, and experience) and external factors (social media, the role of higher education institutions, and government support). This approach goes beyond previous studies, which tended to focus on identifying perceptions, by emphasizing perceptual change as key to understanding farmer regeneration.

Based on this description, this study aims to (1) identify the perceptions of ITBM Polman students and alumni regarding the farming profession, and (2) analyze the internal and external factors influencing these perceptions. Academically, this research is expected to enrich sociological and agricultural development studies related to farmer regeneration. Practically, the findings of this study are expected to form the basis for formulating more adaptive agricultural development education, policy, and communication strategies to encourage the involvement of educated young people in the sustainable agricultural sector.

Methods

This research employed a qualitative method with a case study approach to explore the dynamics of perceptions of students and alumni of the Muhammadiyah Institute of Technology and Business, Polewali Mandar (ITBM Polman) regarding the farming profession (Hamsah et al., 2023; Siregar, 2022). The case study approach was chosen because it allows researchers to deeply understand the phenomenon of perception as a social construct influenced by institutional contexts, personal experiences, and specific social environments. The types and sources of data used included primary and secondary data (Sulung, 2024). This approach aligns with the research's analytical objectives, which are not oriented toward statistical generalizations but rather toward deepening the meaning and process of perception formation.

The research sample involved 23 informants, consisting of current students and alumni of ITBM Polman, selected using a purposive sampling technique. The number of informants was not predetermined but gradually evolved throughout the data collection process until saturation was reached. The selection of informants was based on the analytical need to capture variations in perceptions and their transition processes, rather than on quantitative representation of the population. Informant selection criteria were based on relevant status (student and alumni), semester variation, gender, and family background, particularly their relationship to the agricultural sector. Data saturation was characterized by the emergence of recurring patterns of perception and analytical themes, and the absence of significant new variations in meaning in follow-up interviews. This condition indicates that the data obtained was sufficient to explain the dynamics of the perceptions studied (Subhaktiyasa, 2024).

Primary data collection was conducted through in-depth interviews, observation, and documentation. The in-depth interviews were semi-structured to allow informants to express their experiences, views, and interpretations reflectively. Observations were conducted to strengthen the informants' social and academic contexts, while documentation served as relevant supporting data. All collected data were then analyzed using Miles and Huberman's interactive qualitative data analysis model, which includes data reduction, data presentation, and conclusion drawing (Qomaruddin & Sa'diyah, 2024).

Operationally, the analysis process began with open coding of interview transcripts to identify units of meaning that represent informants' views, experiences, and assessments of the farming profession. Next, the initial codes were grouped through axial coding to identify

interconnections between concepts and form thematic categories, such as internal and external factors shaping perceptions. The final stage, selective coding, was conducted to formulate key themes that reflect the dynamics of the transition in the perceptions of the educated young generation. Analysis was conducted simultaneously from the data collection stage, allowing for continuous sharpening of the analytical focus and deepening of the themes.

To enhance the credibility and transparency of the research, the researcher critically reflected on the position and potential biases within the research process. The researcher recognized that institutional proximity to the research location could potentially influence interactions with informants and data interpretation. Therefore, bias mitigation efforts were undertaken through reflective note-taking, triangulation of data sources, and confirmation of key findings with informants (member checking). Triangulation was conducted by comparing interview data, observation results, and documentation to ensure consistency of meaning within the resulting key themes. Dependability of the research was maintained through systematic recording of the analysis process so that the flow of conclusions could be traced logically and methodologically. These steps ensured that the resulting interpretations authentically reflected the informants' perspectives and were scientifically accountable.

Result and Discussion

This research was conducted at the Muhammadiyah Institute of Technology and Business, Polewali Mandar (ITBM Polman), a higher education institution focused on developing agribusiness, technology, business, and entrepreneurship. This institutional character makes ITBM Polman a relevant context for examining the perceptions of educated young people toward the farming profession within the framework of agricultural modernization.

Table 1. Table of Number of Students

No	Study program	Amount Student 2020-2024 period
1	Agribusiness	333
2	Digital Business	257
3	Entrepreneurship	176
	Total	

Source: Pddikti. 2024

Based on data from the Higher Education Database (PDDIKTI) for the 2024 period, ITBM Polman has a strong student base in the Agribusiness, Digital Business, and Entrepreneurship study programs, with a total of 766 students. This composition demonstrates an academic ecosystem that integrates agriculture with technology and entrepreneurship, providing a rich socio-academic context for shaping students' and alumni's perceptions of the agricultural sector.

Amidst the farmer regeneration crisis, this study explores the perceptions of students and alumni of the Muhammadiyah Institute of Technology and Business Polewali Mandar regarding the farming profession. In-depth interviews revealed that their perceptions were shaped by various factors such as family background, education, and social media. The main findings of the study are presented in the following two sections: (1) student and alumni perceptions of the farming profession, and (2) internal and external factors that influence it. The in-depth interviews revealed a variety of opinions.

Student and Alumni Perceptions of the Farming Profession at ITBM Polewali Mandar

Double Perception: A Noble Profession But Its Image Is Considered Low

Research result show that ITBM Polman students and alumni have perception double to profession farmers. In one side, profession farmer understood as noble, strategic, and valuable work vital role in support resilience food national. Views This reflect awareness normative generation young to function social agriculture. However, at the same time, informants also realized Still the strong social stigma that positions profession farmer as work not enough prestigious and not in harmony with aspirations mobility social generation young.

Some respondents describe farmer as a “hero” food” and “bones back resilience food national”, which emphasizes confession on moral and social values profession this. Confession the show that in a way cognitive and normative, profession farmer placed in position dear. However Likewise, respondents also consistent disclose that in practice social daily life, profession farmer Still attached image as work class below and less valued.

Tension between award normative and reality of this stigma show that perception generation young to profession farmer nature ambivalent and contextual. Findings This strengthen results study Pratama et al. (2024) which shows that generation young can confess importance agriculture in a way social, but still reluctant make it as choice career main. With Thus, the perception to profession farmer No nature single, but rather formed as construction complex social.

Perception of Economic Potential: Promising with Conditions for Modernization

Nearly all respondents agreed that the farming profession has promising economic potential. However, this optimism is conditional and highly dependent on modernization and science- and technology-based agricultural management.

Some respondents stated that the economic potential of agriculture is supported by the vastness of agricultural land and the high national food demand. However, they emphasized that agriculture will have high economic value if managed professionally, modernly, and with an agribusiness orientation. This view demonstrates a shift in perspective from agriculture as a subsistence activity to agriculture as a strategic business sector.

This finding expands on the research of Dewi and Jumrah (2023), which emphasized the importance of agribusiness literacy in shaping the interests of the younger generation. In the context of this research, positive perceptions of the economic potential of agriculture are not directed at conventional farming, but rather at modern agricultural models that integrate technology, business management, and digital marketing. Then Respondents collectively emphasized that modernization is a key prerequisite for making farming an attractive and economically viable profession. This modernization includes the use of agricultural technology, modern tools, and the use of digital media in marketing agricultural products.

This view suggests that the younger generation does not reject agriculture as a sector, but rather rejects its stagnant and unadaptive forms. Thus, the younger generation's positive perception of the farming profession is rational and based on economic considerations, not simply idealism.

Shifting Perceptions Thanks to Education and Social Media

Research findings indicate that perceptions of the farming profession can shift in a more positive direction, particularly through higher education and social media exposure. Higher

education, particularly in agribusiness study programs, plays a role in broadening insights into added value, product processing, and agricultural market opportunities.

Several alumni respondents described a significant change in their perspective after completing higher education. Agriculture, previously perceived solely for personal consumption, is now understood as a productive sector offering economic opportunities through processing and marketing. Even students from non-agricultural programs, such as Digital Business, have expressed interest in contributing through marketing and technology expertise.

These findings reinforce Utami and Rahardjo's (2023) argument regarding the role of education and media in building a new image of the farming profession. Thus, higher education serves as a crucial medium in transforming the younger generation's perceptions from traditional stigmas to more modern and constructive perspectives.

Factors Influencing Perceptions of the Farming Profession

Based on in-depth interviews, ITBM Polman students' and alumni's perceptions of the farming profession are shaped by the interaction of internal and external factors. This interplay of these two factors explains why the younger generation's perceptions are not uniform, but rather diverse and dynamic.

Internal Factors

Internal factors include respondents' educational background, personal experiences, and learning processes. Higher education, particularly in the agribusiness study program, emerged as a key transformative factor.

Respondents who pursued agribusiness education demonstrated the most significant shift in perception, from viewing agriculture as a traditional occupation to understanding it as a value-added business sector. This finding supports Nugroho et al. (2023), who asserted that education plays a crucial role in shaping the younger generation's perspective on the agricultural sector.

Direct experience, whether through family involvement or field practice, also reinforces positive perceptions. This empirical experience provides a concrete understanding of the realities of farming and fosters an appreciation for the profession. The combination of family experience and early formal education has been shown to build a stronger and more sustainable foundation for perceptions.

External Factors: Campus Institutions, Social Environment, and Government

University institutions are perceived as having a strategic role in shaping the image of the farming profession through curriculum, practical activities, and entrepreneurial support. The existence of the Agribusiness study program is seen as a tangible manifestation of the university's commitment to the agricultural sector.

However, respondents also acknowledged that the social environment is not fully supportive, as there is still a stigma regarding farming as a lower-class occupation. Therefore, government support is considered crucial, particularly in providing access to capital, business credit programs, and mentoring and outreach at the local level.

These findings indicate that farmer regeneration cannot be solely the responsibility of individuals or educational institutions, but requires synergy between campuses, the social environment, and government policies.

Hands-on Experience: Field Practice and Engagement

Personal experiences, whether through helping parents in the garden, attending field trips, or participating in training, contribute to a more concrete and positive perception. This direct involvement provides not only theoretical but also practical understanding of the realities of agriculture.

Several informants shared their experiences helping their parents from an early age. Respondent 20, who comes from a cocoa farming family, stated:

"I once helped my parents on the cocoa plantation fertilizing the cocoa, cleaning pests and spraying the cocoa stems."

A similar experience was also expressed by Respondent 21:

"Helping my parents harvest cocoa and care for it, such as by applying pesticides." Involvement in these family activities directly instills an understanding and appreciation for the hard work of a farmer.

Involvement in these family activities directly instills an understanding and appreciation for the hard work of a farmer. This deeper involvement even begins in high school, as experienced by Respondent 23. Coming from a family of cocoa and rice farmers, he doesn't just help out, but considers farming a routine activity.

Respondent 23 stated:

"Yes, you could say I farm almost every day."

This experience was strengthened formally through vocational education (SMK) in the field of Food Crop and Horticulture Agribusiness (ATPH), where he also underwent Field Work Practice (PKL) by cultivating oyster mushrooms.



Figure 1. Documentation (PKL) Respondent 23

Source: Instagram@jamurtiram_polman, 2022.

Formal involvement of Respondent 23 His experience in the world of agriculture is captured in Figure 1, which documents his oyster mushroom cultivation internship. This experience

served as a practical foundation for his studies at vocational school. The combination of daily family involvement and early formal education laid a solid foundation for his positive perceptions, which he then pursued by choosing an agribusiness study program at university.

Apart from the family environment, farming experience is also obtained from personal initiative and education.

The Role of Campus Institutions: Curriculum and Supporting Activities

Beyond personal education, the Muhammadiyah Polewali Mandar Institute of Technology and Business (ITBM Polman) is generally considered a crucial factor in shaping perceptions and fostering interest. The existence of a specific agribusiness study program is seen as a commitment and tangible form of support from the university for the agricultural sector.

This was confirmed by Respondent 7 who stated:

"Of course, because this campus itself has initiated the Agribusiness major, so of course, the role of this campus is very important in agricultural matters."

Respondents also highlighted the importance of a relevant curriculum and practical activities as effective ways to foster interest. Respondent 16 from the Entrepreneurship study program acknowledged that he learned about the importance of farming after participating in activities organized by Agribusiness students and seeing how campus courses supported the profession:

"There are many courses that explain everything from what fertilizers are like to how they are marketed and so on, so the campus also supports the profession of farming through these courses."

A balance between theory and practice is a major expectation for students. Respondent 13 emphasized the importance of hands-on practice in the field:

"If you're on campus, you can do it, and you can also practice directly on the ground, so it's not just theory but also practice."

Furthermore, a respondent suggested that campuses be more proactive in facilitating real experience for students. Respondent 20 said:

"Campuses can play a significant role, for example, by offering agricultural entrepreneurship courses, conducting hands-on fieldwork, collaborating with local farmers, and providing agricultural business incubation programs for students."

This suggestion is in line with the proposal of Respondent 12 who stated the hope:

"Campuses can conduct internship programs or collaborations with local farmers and support students in agriculture-based projects and start-ups."

Based on these findings, the Muhammadiyah Institute of Technology and Business (ITBM) Polewali Mandar plays a significant role in fostering student interest in the farming profession through its curriculum and supporting activities. The presence of the Agribusiness study program is seen as a concrete commitment by the university to support the agricultural sector. Students consider the balance between theory and practice, including field activities, to be very effective in broadening their horizons. Furthermore, suggestions such as internships, business incubation, and collaboration with local farmers indicate the hope that the university will be more proactive in facilitating real-world experiences. The university institution is a strategic factor in shaping a positive image and the younger generation's interest in agriculture.

Social Environment and Government: Expected Support

Although not a primary focus, several respondents mentioned the role of the social environment and government as external factors that can encourage or hinder young people's interest in agriculture. There is an awareness that not all social environments provide positive support.

This was honestly acknowledged by Respondent 21 who stated:

"So, personally, not all environments are supportive. In some places, there is still the perception that farming is a lower-class job, for example. Well, this can certainly influence the interests of young people."

Due to these social challenges, government support is considered essential and crucial. Respondents view the government as having a strategic role in addressing the issue of farmer regeneration. Their expectations for the government's role encompass several very specific aspects.

First, easy access to capital is the main hope.

Respondent 18 briefly stated:

"the need for government attention, especially regarding easy access to capital."

This hope was clarified by Respondent 21 who saw government programs as concrete solutions to existing challenges:

"The big challenge is the lack of access to capital and land, but with government programs such as business credit, abbreviated as KUR, for young farmers, these challenges can be overcome."

Second, mentoring and outreach at the local level are also considered important. Respondent 15 expressed the hope that the government would play a role "such as providing outreach in every village or region."

With government support in terms of capital and assistance, It is hoped that the challenges faced by the younger generation in entering the agricultural sector can be overcome.

The research results indicate that the perceptions of ITBM Polman students and alumni are in a dynamic transition phase, moving from traditional stigmas to more modern, rational, and constructive perspectives. This transitional perception emphasizes that farmer regeneration is highly dependent on changes in the perspectives of the younger generation, which are influenced by education, experience, and structural support.

This section discusses the research findings in more depth, linking them to the theoretical framework and relevant previous research findings. The discussion will focus on the sequence of the problem formulation to provide a comprehensive understanding of the younger generation's perceptions of the farming profession within the Muhammadiyah Institute of Technology and Business (ITBM) Polewali Mandar.

Perceptions of Students, Including Alumni, Regarding the Farming Profession

Student and Alumni Perceptions: Dualistic Views Between Professional Honor and Social Stigma

The research results show a dual perception among students and graduates of the Muhammadiyah Institute of Technology and Business Polewali Mandar (ITBM Polman) regarding the farming profession. On the one hand, farming is viewed as a respectable profession, a source of food, and a pillar of the economy. However, on the other hand, this

profession is still considered low-prestige and underappreciated. The findings of this study align with those of Ramadhan et al. (2023), who examined youth perceptions and interest in agricultural work in Sidoarjo Regency. The study showed that although youth recognize the importance of the agricultural sector for food sustainability, their interest in direct involvement remains relatively low due to negative perceptions of the farming profession, income uncertainty, and the limited appeal of conventional farming. However, the study also emphasized that youth interest can increase if the agricultural sector is perceived as a modern, innovative business activity with promising economic prospects. This finding aligns with the definition of perception by Dewi and Jumrah (2023), who argue that perception is influenced by experience, knowledge, and social values. This dualism reflects the conflict between the internal value of education and the external stigma within society. These findings align with Nugroho et al. (2023), who stated that the farming profession is often perceived ambivalently. However, unlike previous research that emphasized the stagnation of negative perceptions, the findings of this study indicate a tendency towards a more progressive shift in perception. Interview excerpts demonstrating the informants' reflective awareness indicate a process of internalizing new values toward the farming profession. This finding differs from Mardiyanti et al.'s (2023) findings, which stated that agricultural students' perceptions tended to be uniformly negative, a difference likely influenced by the ITBM Polman academic ecosystem, with the presence of the Digital Business and Entrepreneurship study program, which promotes a more prospective view of agribusiness.

The Conditional Potential of Agricultural Economics: Modernization as the Key to Optimism

Research findings indicate that the perceived economic promise of farming is highly dependent on modernization. Respondents emphasized the adoption of technologies such as drones, automated tools, agribusiness management, and digital marketing. This reflects the character of the younger generation (Gen-Z and millennials) who reject traditional jobs and are more interested in innovative and flexible careers. Thus, their positive perception is not about conventional farming, but rather its potential as a modern business. This view aligns with Dewi and Jumrah (2023), who asserted that technological advancements are a driving factor in millennial interest in the agricultural sector in Polewali Mandar. This means that ITBM Polman students view agriculture pragmatically and business-oriented a sector with potential if managed professionally and innovatively. To attract educated young people, agriculture must be presented as a modern, technological, and profitable field, in line with their career aspirations.

The Role of Education and Social Media as Catalysts for Shifting Perceptions

The findings of this study indicate that higher education and social media are the main catalysts for the shift in perception from traditional to modern. The learning experience at ITBM Polman, particularly in the Agribusiness study program, has been shown to change the perspective of students and alumni: from viewing agriculture as merely a subsistence activity to a business arena with market value. This change aligns with Samiun et al. (2025), who asserted that an understanding of agricultural economics results in a more objective assessment of the farming profession. Thus, agribusiness education at ITBM Polman effectively equips students with a new perspective that positions agriculture not only as a production activity but also as a modern business opportunity.

Social media has proven to be the most influential external factor in reforming the image of the farming profession. "Millennial farmer" content on TikTok and YouTube has successfully shifted the stigma that farming is synonymous with poverty and manual labor. This aligns with

Normalita and Harianto (2023), who cited social media as a source of inspiration for the younger generation. Interestingly, this finding contradicts Mardiyanti et al. (2023), who argued that digital media actually decreases interest in the farming profession. In the context of ITBM Polman students, social media functions not as a distraction, but as a showcase for entrepreneurship, showcasing the innovative and profitable side of agriculture, thereby fostering interest and business awareness. The perceptions of ITBM Polman students and alumni towards the farming profession are dynamic and constructive. Although they are aware of the social stigma, their educational experiences and exposure to social media encourage a focus on the farming profession's economic potential, with the caveat that this must be accompanied by modernization and innovation.

Factors Influencing Students' and Alumni's Perceptions of the Farming Profession

Internal Factors: Foundations from the Closest Environment and Education

Internal factors proved to be the main foundation in forming respondents' initial perceptions. Those from farming families exhibited more positive views due to direct experience with their parents' hard work and their ability to make agriculture a source of livelihood. This is in line with Dewi and Jumrah (2023), who emphasized the importance of family support in fostering interest. Conversely, Mardiyanti et al. (2023) found that negative perceptions emerged because the majority of respondents were not from farming families. Interestingly, at ITBM Polman, respondents from non-farming families were still able to build positive perceptions through education and external exposure, demonstrating that the academic environment of agribusiness and entrepreneurship acts as an effective counterbalance. "This factor is reinforced by the findings of Budi Susanto (2022) in his research in Semarang, which showed a very significant relationship between the family environment and the perception of young farmers towards the farming profession.

Among internal factors, education proved to be a transformative element that changed respondents' perspectives. Agribusiness alumni experienced a shift from viewing agriculture as merely a subsistence activity to a business arena, in line with Samiun et al. (2025) who emphasized that a deeper understanding of agricultural economics yields more objective assessments. Furthermore, students in the Digital Business and Entrepreneurship study program demonstrated an openness to collaboration in the agricultural sector, reflecting the ITBM Polman academic ecosystem that encourages interdisciplinary thinking, integrating agriculture with technology and entrepreneurship. Other findings also highlight the importance of direct involvement in the field, both through family traditions and training, supporting Fahmi et al.'s (2023) conclusion that negative perceptions of the younger generation are largely influenced by their lack of farming experience.

The case of Respondent 23 presents the antithesis of the general trend of young people lacking farming experience. Through daily family involvement, reinforced by formal education at the ATPH Agribusiness Vocational School and Field Work Experience, he developed a perception that was not only positive, but also realistic and competency-based. The combination of informal (family) and formal (education and practice) experiences formed a strong identity from an early age. These findings confirm that when farming experiences are not simply introduced but lived and institutionalized through education, negative perceptions can be mitigated and interest in a career in the agricultural sector grows organically.

External Factors: The Role of Media and Supporting Ecosystems

External factors act as catalysts, reconstructing and strengthening the younger generation's perception of the farming profession. Social media emerged as the most dominant factor in shaping the image of "modern and successful" farmers, in line with Normalita and Harianto (2023), who emphasized its role as a source of inspiration for the younger generation. By portraying agriculture as an innovative, technological, and profitable business, social media effectively counters negative stigmas while supporting farmer regeneration.

The role of education height and social media in form perception positive confirm findings Samiun et al. (2025) that understanding economy agriculture contribute to more assessment objective to profession farmer . Education at ITBM Polman is functional as room formation perspective relevant agribusiness and entrepreneurship with aspirations generation young . Social media , in matter this , it works as room representation alternatives that display profession farmer as modern and adaptive . Different from a view that sees digital media as factor distraction , research This show that social media precisely become source inspiration and legitimacy social for profession farmers in the eyes generation young educated .

University institutions also play a crucial role through their Agribusiness study programs and relevant curricula, demonstrating a concrete commitment to the agricultural sector. Students' expectations for practical work, internships, and collaboration with local farmers demonstrate the need for an academic ecosystem that bridges theory and field reality. This finding corroborates Erliaristi et al.'s (2022) findings, which highlight the lack of practical aspects in formal education, and aligns with Samiun et al.'s (2025) findings that understanding agricultural economics through higher education leads to more objective assessments.

Government support is also considered vital, as positive perceptions alone are insufficient without concrete policies. Students' demands for access to capital and sustainable extension services align with Dewi and Jumrah (2023), who emphasized that limited capital and knowledge are key barriers. With the right policies, the government can transform the perceptions and interests of the younger generation into concrete career options by creating a conducive environment for young farmers to thrive.

Conclusion

This research shows that the perception of the farming profession among students and alumni of the Muhammadiyah Institute of Technology and Business, Polewali Mandar (ITBM Polman) among educated young people is dualistic and in a transitional phase. Farming is understood as a noble, vital, and strategic profession for food security and the national economy, yet at the same time, it is still associated with a social stigma as a profession lacking prestige and low social status. This dualism reflects the tension between rational and normative understandings of the importance of the agricultural sector and traditional social constructs that have not yet fully changed in society.

These perceptions are shaped through the interaction of internal and external factors. Internal factors such as family background, empirical experience, and higher education play a role in shaping respondents' perspectives on the farming profession. Education at ITBM Polman, in particular, serves as a transformative factor, shifting the understanding of agriculture from a subsistence activity to a business-based and entrepreneurial sector. Meanwhile, external factors such as social media, the role of higher education institutions, and government support contribute to reconstructing the image of the farming profession to make it more modern and relevant to the aspirations of educated young people.

Theoretically, the findings of this study confirm that young people's perceptions of the farming profession are dynamic and cannot be understood dichotomously as positive or negative. Perceptions are formed through a complex relationship between personal experience, education, media, and social structures, thus enriching the study of farmer regeneration with a more multidimensional approach. Practically and policy-wise, the results of this study indicate that farmer regeneration strategies need to be directed not only at providing economic incentives but also at shaping the social image of the farming profession through strengthening the role of higher education, integrating technology and entrepreneurship, and providing sustainable policy support.

This study has limitations because it was conducted at a single institution using a qualitative case study approach, so the findings cannot be broadly generalized. Furthermore, this study focused on perceptions and did not examine the direct relationship between perceptions and career decisions of young people in the agricultural sector. Therefore, future research is recommended to broaden the research context, employ quantitative or mixed-methods approaches, and more deeply examine the relationship between young people's perceptions, interests, and career choices in an effort to accelerate agricultural regeneration in Indonesia.

References

- Baker, C., Strong, R., McCord, C., & Redwine, T. (2022). Seeking support for mental health: Evaluating social identity, social capital, and self-stigma of agricultural producers and their help-seeking preferences. *Advancements in Agricultural Development*, 3(1), 57-69. <https://doi.org/10.37433/aad.v3i1.179>
- Borda, Á. J., Sárvári, B., & Balogh, J. M. (2023). *Generation change in agriculture: A systematic review of the literature*. *Economies*, 11(5), 129. <https://doi.org/10.3390/economies11050129>
- Boye, M., Ghafoor, A., Wudil, A. H., Usman, M., Prus, P., Fehér, A., & Sass, R. (2024). Youth engagement in agribusiness: Perception, constraints, and skill training interventions in Africa: A systematic review. *Sustainability*, 16(3), 1096. <https://doi.org/10.3390/su16031096>
- Consentino, F., Vindigni, G., Spina, D., Monaco, C., & Peri, I. (2023). An agricultural career through the lens of young people. *Sustainability*, 15(14), 11148. <https://doi.org/10.3390/su151411148>
- Consentino, F., Vindigni, G., Spina, D., Monaco, C., & Peri, I. (2023). An agricultural career through the lens of young people. *Sustainability*, 15(14), 11148. <https://doi.org/10.3390/su151411148>
- Darmawan, D. P., Arisena, G. M. K., Sukendar, N. M. C., Dewi, N. L. M. I. M., Krisnandika, A. A. K., Wiguna, P. P. K., ... & Cahyani, D. D. A. (2024). Farmer regeneration and labor requirements in rice farming: A case study of West Denpasar District, Denpasar City, Bali, Indonesia. *Org. Farming*, 10(3), 185-201. <https://doi.org/10.56578/of100303>
- De Guzman, L., Sullivan, M., & McDonald, N. (2025). Cultivating careers in agriculture: Exploring the life experiences, career motivations, and vocational identity of young Australians. *Australian Journal of Career Development*, 34(1), 81-93. <https://doi.org/10.1177/10384162251326167>

- Dewi, S., & Jumrah, J. (2023). Persepsi dan minat generasi milenial terhadap profesi di sektor pertanian (Studi kasus di Desa Galung Lombok, Kecamatan Tinambung, Kabupaten Polewali). *Media Agribisnis*, 7(1), 87–97. <https://doi.org/10.35326/agribisnis.v7i1.3215>
- Dilleen, G., Claffey, E., Foley, A., & Doolin, K. (2023). Investigating knowledge dissemination and social media use in the farming network to build trust in smart farming technology adoption. *Journal of Business & Industrial Marketing*, 38(8), 1754–1765. <https://doi.org/10.1108/JBIM-01-2022-0060>
- Erliaristi, M., Prayoga, K., & Mariyono, J. (2022). Persepsi pemuda terhadap profesi petani padi di Kota Semarang. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 8(2), 1387–1398. <https://doi.org/10.25157/ma.v8i2.8007>
- Fahmi, K. I., Sugihardjo, & Suminah. (2023). Persepsi pemuda terhadap pekerjaan petani di Kabupaten Karanganyar. *Dalam Prosiding Seminar Nasional Dies Natalis ke-47 UNS* (pp. 728–739). Universitas Sebelas Maret.
- Fauzy, A., & Ratnawati, E. (2025). Dampak media sosial terhadap perubahan sosial di masyarakat. *JICN: Jurnal Intelek dan Cendekiawan Nusantara*, 1(6), 10571–10581.
- Garner, I. W., McFeeters, D., Guy, A., Hopley, R., & Galbraith, N. (2025). Understanding farmer mental health and wellbeing in a volatile, isolating, and misunderstood industry. *Journal of Rural Studies*, 118, 103648. <https://doi.org/10.1016/j.jrurstud.2025.103648>
- Hamsah, Nirmawala, Asrandi, & Saleh, N. (2023). Model kawasan agrowisata Bulu dengan menggunakan analisis spasial. *Kepariwisata: Jurnal Ilmiah*, 17(3), 230–238. <http://dx.doi.org/10.47256/kji.v17i3.267>
- Heni Listiana, K. A. (2022). Strategi penyusunan kerangka berpikir: Meningkatkan kualitas penelitian. *Jurnal Lentera*, 15(2), 146–157.
- Henning, J. I., Matthews, N., August, M., & Madende, P. (2022). Youths' perceptions and aspiration towards participating in the agricultural sector: A South African case study. *Social Sciences*, 11(5), 215. <https://doi.org/10.3390/socsci11050215>
- Hikmah, A. N., Sahabudin, A., & Alwi, M. (2023). Strategi nafkah rumah tangga petani padi sawah dan ladang dalam menghadapi perubahan iklim di Kecamatan Matakali, Kabupaten Polewali Mandar. *Agrovital: Jurnal Ilmu Pertanian*, 8(2), 153–157. <https://doi.org/10.35329/agrovital.v8i2.4770>
- Ikuemonisan, E. S. (2024). Challenges and strategies in Nigerian agribusiness entrepreneurship for sustainable development. *CABI Agriculture and Bioscience*, 5(1), 115. <https://doi.org/10.1186/s43170-024-00303-5>
- Jamil, A. S., & Destiarni, R. P. (2021). Peran program magang Jepang bagi petani muda dalam meregenerasi petani Indonesia. *Mimbar Agribisnis*, 7(2), 1407–1417. <https://doi.org/10.25157/ma.v7i2.5407>
- Juniasih, I. A. K., Wibawa, M. S., Suastama, I. B. R., Nona, R. V., & Merung, A. Y. (2025). Determinants of Youth Motivation in Agricultural Careers: A Systematic Review for Regeneration Strategy Formulation in Indonesia. *SOCA: Jurnal Sosial Ekonomi Pertanian*, 19(1), 43. <https://doi.org/10.24843/SOCA.2025.v19.i01.p04>

- Kumar, A., Yadav, R., Saikanth, D. R. K., Tripathi, G., Sharma, A., Meinam, M., & Shukla, A. (2023). The impact of social media on agricultural youth: empowering the next generation in India. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(10), 260-267. <https://doi.org/10.9734/ajaees/2023/v41i102167>
- Lian, Y., Deeprasert, J., & Jiang, S. (2025). Cognitive–Affective Negotiation Process in Green Food Purchase Intention: A Qualitative Study Based on Grounded Theory. *Foods*, 14(16), 2856. <https://doi.org/10.3390/foods14162856>
- Limpamont, A., Kittipanya-ngam, P., Chindasombatcharoen, N., & Cavite, H. J. M. (2024). Towards agri-food industry sustainability: Addressing agricultural technology adoption challenges through innovation. *Business Strategy and the Environment*, 33(7), 7352-7367. <https://doi.org/10.1002/bse.3871>
- Mardiyanti, E., Gunawan, G., & Hafizh, R. (2023). Persepsi Generasi Z terhadap profesi petani (Studi kasus mahasiswa Fakultas Pertanian Universitas Sultan Ageng Tirtayasa). *Jurnal Ilmu Pertanian Tirtayasa*, 5(2), 383–390. <https://doi.org/10.33512/jipt.v5i2.23152>
- Nandi, R., Pratheepa, C. M., Nedumaran, S., Rao, N., & Rengalakshmi, R. (2022). Farm parent and youth aspirations on the generational succession of farming: Evidence from South India. *Frontiers in Sustainable Food Systems*, 5, 804581. <https://doi.org/10.3389/fsufs.2021.804581>
- Normalita, I., & Harianto, S. (2023). Analisis wacana kritis tentang pekerjaan petani muda di media sosial. *Jurnal Pemikiran Sosiologi*, 10(1), 69–82. <https://doi.org/10.22146/jps.v10i1.81843>
- Nugroho, C. B. T., Sugihardjo, Permatasari, P., & Anantanyu, S. (2023). Analisis faktor dan persepsi pemuda desa terhadap pekerjaan petani. *Journal of Agrosociology and Sustainability*, 1(1), 31–43. <https://doi.org/10.61511/jassu.v1i1.2023.58>
- Pangkalan Data Pendidikan Tinggi. (2024). Profil perguruan tinggi: Institut Teknologi dan Bisnis Muhammadiyah Polewali Mandar. *Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi*. <https://pddikti.kemdiktisaintek.go.id>
- Perkasa, D. J., Prayuginingsih, H., & Fauzi, N. F. (2021). Persepsi dan minat mahasiswa Fakultas Pertanian di Kabupaten Jember terhadap profesi petani. *Jurnal Ilmiah Respati*, 10(2), 165–175. <https://doi.org/10.19184/bip.v6i3.40702>
- Prasetyaningrum, D. I., Ruminar, H., & Irwandi, P. (2022). The perception and interest of career choices in agriculture: Case of agroecotechnology and agribusiness students. *Habitat*, 33(2), 186-200. <https://doi.org/10.21776/ub.habitat.2022.033.2.19>
- Qasemi, M., Allahyari, M. S., Ben Hassen, T., Askari, M. I., & El Bilali, H. (2023). Cultivating change: Perceptions and attitudes of agricultural experts towards the sustainable development goals. *Land*, 12(8), 1604. <https://doi.org/10.3390/land12081604>
- Qomaruddin, & Sa'diyah, H. (2024). Kajian teoritis tentang teknik analisis data dalam penelitian kualitatif. *Journal of Management, Accounting and Administration*, 1(2), 77–84. <https://doi.org/10.52620/jomaa.v1i2.93>
- Ramadhan, A., Mubarakah, & Hendrarini, H. (2023). Perception and interest of youth in agricultural sector work, Sidoarjo District, Sidoarjo Regency. *AGRARIS: Journal of Agribusiness and Rural Development Research*, 9(1), 1–11. <https://doi.org/10.18196/agraris.v9i1.17262>

- Samiun, M. Z., Hasim, D., & Priyanto, A. (2025). Penguatan pemahaman Gen-Z terhadap penerapan konsep ekonomi pertanian dalam pengelolaan usahatani di Kota Ternate. *Jurnal Pengabdian Sosial*, 2(7), 3658–3667. <https://doi.org/10.59837/pb6d1k37>
- Sandhu, N., Hussain, J., & Scott, J. M. (2024). Mediating agricultural entrepreneurship through embracing innovative technology: a tale from small rural enterprises in an emerging economy. *International Journal of Entrepreneurial Behavior & Research*, 30(4), 1023-1040. <https://doi.org/10.1108/IJEER-12-2022-1055>
- Siregar, A. Y. (2022). Metodologi studi kasus dalam penelitian kualitatif: Kajian konsep, desain, dan manfaatnya. *Edumaspul: Jurnal Pendidikan*, 6(1), 974–980.
- Subhaktiyasa, P. G. (2024). Pendekatan metodologi penelitian kuantitatif dan kualitatif. *Jurnal Ilmiah Profesi Pendidikan*, 9(4), 2721–2731. <https://doi.org/10.29303/jipp.v9i4.2657>
- Sulung, M. M. (2024). Pendekatan penelitian dalam kajian pendidikan dan sosial. *Jurnal Edu Research Indonesian Institute for Corporate Learning and Studies*, 5(3), 121–125.
- Susanto, B. (2022). Persepsi petani muda terhadap profesi sebagai petani di Kecamatan Bancak Kabupaten Semarang. *Journal of Integrated Agricultural Socio Economics and Entrepreneurial Research*, 1(1), 1–7. <https://doi.org/10.26714/jiasee.1.1.2022.1-8>
- Tijani, F. O. (2022). *Factors influencing Young Peoples' Career Choice in Agriculture from the Educational Perspective: A Case Study of Kwara State, Nigeria* (Doctoral dissertation, Newcastle University).
- Unay-Gailhard, Í., & Brennen, M. A. (2022). How digital communications contribute to shaping the career paths of youth: a review study focused on farming as a career option. *Agriculture and Human Values*, 39(4), 1491-1508. <https://doi.org/10.1007/s10460-022-10335-0>
- Woolford, D. D., Smout, M. F., Turnbull, D., & Gunn, K. M. (2022). Male farmers' perspectives on psychological wellbeing self-management strategies that work for them and how barriers to seeking professional mental health assistance could be overcome. *International journal of environmental research and public health*, 19(19), 12247. <https://doi.org/10.3390/ijerph191912247>
- Yadav, J., Yadav, A., Misra, M., Rana, N. P., & Zhou, J. (2023). Role of social media in technology adoption for sustainable agriculture practices: Evidence from twitter analytics. *Communications of the Association for Information Systems*, 52(1), 833-851. <https://doi.org/10.17705/1CAIS.05240>