

## ABSTRAK

**Dimas Dwi Arfandi, NPM : 71210712006, Strategi Peningkatan Minat Generasi Z Menjadi Petani Padi Sawah (Studi Kasus : Mahasiswa Pertanian Di Kota Medan).** Dibawah bimbingan Bapak Surya Dharma,S.P.,M.M. selaku Ketua komisi Pembimbing dan Ibu Dr.Desi Novita,S.P.,M.Si. selaku Anggota komisi Pembimbing. Tujuan penelitian ini untuk mengidentifikasi faktor pendorong dan penghambat minat Generasi Z menjadi petani padi sawah, serta merumuskan strategi peningkatannya. Metode penelitian deskriptif kualitatif dengan analisis SWOT diterapkan pada 90 mahasiswa Agribisnis dan Agroteknologi semester 7 dari 4 universitas. Hasil penelitian menunjukkan bahwa minat Generasi Z dipengaruhi faktor internal (IFAS 0,32) dan eksternal (EFAS 0,14) yang dominan positif namun lemah. Faktor pendorong berdasarkan faktor internal yaitu Minat terhadap teknologi pertanian modern dengan skor 0,45, Motivasi terhadap lingkungan berkelanjutan dan Orientasi hidup mandiri dengan masing masing skor 0,38. Sedangkan berdasarkan faktor eksternal yaitu Ketersediaan informasi dan pendidikan dengan total skor 0,41, Permintaan beras yang terus meningkat dengan skor 0,39, dan Dukungan dan kebijakan pemerintah dengan skor 0,38. Faktor penghambat berdasarkan faktor internal yaitu Keterbatasan modal dan lahan dengan total skor 0,42, Kurangnya keterampilan teknis dengan skor 0,35, dan Kurangnya minat akan pekerjaan fisik dengan skor 0,28. Sedangkan berdasarkan faktor eksternal yaitu Harga pupuk dan pestisida yang tinggi dengan total skor 0,38, Persaingan dari sektor lain dan Sarana dan prasarana yang kurang memadai dengan masing masing skor sebesar 0,35. Beberapa strategi yang dapat diterapkan untuk meningkatkan minat generasi z menjadi petani padi sawah yaitu dengan Mengembangkan program magang petani muda di lahan pertanian keluarga yang sudah mapan, Pengembangan Model Pertanian Berkelanjutan dengan Insentif Ekologis, Mendirikan Pusat Inovasi Teknologi Pertanian di Kampus, Membangun platform digital yang menghubungkan petani muda dengan konsumen dan investor, serta menyediakan layanan pemasaran dan pembiayaan, dan Mengadakan Program Pertukaran Petani Muda Nasional dan Internasional.

**Kata kunci:** Generasi Z, petani padi sawah, minat kerja, analisis SWOT, regenerasi pertanian.

## ABSTRACT

*Dimas Dwi Arfandi, NPM: 71210712006, Strategies to Increase Generation Z's Interest in Becoming Rice Paddy Farmers (Case Study: Agricultural Students in Medan City). Supervised by Mr. Surya Dharma, S.P., M.M. as the Head of the Supervisory Committee and Mrs. Dr. Desi Novita, S.P., M.Si. as a Member of the Supervisory Committee. The objective of this research is to identify the driving and hindering factors influencing Generation Z's interest in becoming paddy field farmers, as well as to formulate strategies for its enhancement. A descriptive qualitative research method with SWOT analysis was applied to 90 Agribusiness and Agrotechnology students in their 7th semester from 4 universities. The research results indicate that Generation Z's interest is influenced by internal factors (IFAS 0.32) and external factors (EFAS 0.14) that are predominantly positive but weak. The driving factors based on internal factors are Interest in modern agricultural technology with a score of 0.45, Motivation towards sustainable environment and Independent living orientation with scores of 0.38 each. Meanwhile, based on external factors, they are Availability of information and education with a total score of 0.41, Continuously increasing demand for rice with a score of 0.39, and Government support and policies with a score of 0.38. The hindering factors based on internal factors are Limited capital and land with a total score of 0.42, Lack of technical skills with a score of 0.35, and Lack of interest in physical work with a score of 0.28. Meanwhile, based on external factors, they are High prices of fertilizers and pesticides with a total score of 0.38, Competition from other sectors and Inadequate facilities and infrastructure with scores of 0.35 each. Several strategies that can be implemented to increase Generation Z's interest in becoming paddy field farmers include Developing young farmer internship programs on established family farms, Developing a Sustainable Agriculture Model with Ecological Incentives, Establishing an Agricultural Technology Innovation Center on campus, Building a digital platform that connects young farmers with consumers and investors, as well as providing marketing and financing services, and Organizing National and International Young Farmer Exchange Programs.*

**Keywords:** *Generation Z, rice paddy farmers, work interest, SWOT analysis, agricultural regeneration.*