



## The Interest of Young Farmer in Coffee Farm Entrepreneurship: Case Study in Tanjung Barus Village, Karo Regency, Indonesia

Evi Esaly Kaban; Erika Revida; Humaizi

Faculty of Social and Political Sciences, Universitas Sumatera Utara, Medan, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v8i1.2299>

---

### **Abstract**

This study aims to analyze the interest of young farmers in running coffee farming entrepreneurship. This study used descriptive qualitative research. The research was conducted in August - September 2020 in Tanjung Barus village, Karo regency, Indonesia. The primary data were obtained by using in-depth interviews with key informants. Data analysis was done by using analysis flow with three stages: data condensation, data presentation, and verification /drawing conclusions. In general, the interest of young farmers increases along with the changing style of drinking coffee of the community showing that drinking coffee no longer belongs to old people. The style of drinking coffee in the café makes young farmers see the opportunity that they can manage to get greater added value. Some young people are even starting to see they can combine their coffee processing with ecotourism, which can increase the potential for profit making.

**Keywords:** *Interest; Coffee; Young Farmer; Entrepreneurship*

### **Introduction**

Young people's involvement in agriculture is not only because they are not interested in agriculture, but also because their parents do not encourage their children to become farmers. This makes the participation rate of youth in agriculture decreases from year to year. This must be a priority for government in order to achieve the successfulness in agriculture development (Anwarudin, Sumardjo, Satria, & Fatchiya, 2020). The low number of farmers in this productive age range directly affects productivity which will eventually lead to the issue of agricultural sustainability. This fact is also reflected in coffee farming. One indication is the change of coffee land into other land that is not for agricultural purpose. Direktorat Jenderal Perkebunan (2018) reports that the area of coffee plantations increased since 1980 and slowly decreased after reaching the highest area in 2002 (1318020 Ha), predictions in 2017 there are only about 1179769 Ha of people's coffee plantations. Over a period of 15 years, nationally, Indonesia lost 138251 Ha of coffee land.

Wiyono (2015) in Anwarudin et al. (2020) explains that some farmers encourage their children to become farmers only when they are profitable and able to meet their needs. In his research, horticulture farmers are more interested in continuing their agriculture because the farm provides more income

because of the opportunity to sell directly. The same thing was also conveyed by Sumarti, Rokhani, & Falatehan (2017) that in empowering young farmers, driving and driving factors are needed, among others, building the image of young farmers as dynamic agents, forming a pattern of leadership and also the spirit of agricultural entrepreneurship. The approach of agricultural entrepreneurship pattern to invite more young farmers involved can be seen from the number of government programs since the last ten years. The pattern of agricultural entrepreneurship is believed to increase the income of farmers who ultimately attract young farmers in agriculture.

The coffee farming sector has some advantages which attract farmers to develop agricultural entrepreneurs. First, it provides value added of coffee processing. Indonesia is the fourth in the list of coffee dreamer country in the world. The export of this commodity has significantly contributed to the country's revenues. The second factor is the increasing pattern of coffee consumption of Indonesian people. Indonesia's coffee consumption per capita was 0.98kg in 2015 and increased to 1.2kg per year in 2017. The figure is still far inferior compared to other coffee producing countries or not coffee producers.

The increase in per capita of coffee consumption means that domestic demand for coffee is also increasing in addition to overseas demand for exports (Nangoy & Nicholson, 2018). In fact, the development of domestic consumption that makes café entrepreneurs buy directly from farmers with certain coffee specifications makes the price of coffee received by farmers to be higher than the market price, even the international market.

Increasing domestic consumption and the concern for the quality of coffee brought to a lot of training, seminars and competition in the coffee business began to rise and most of the participants were those in productive age. International trade patterns that promote traceability of products involve many young people in this industry ranging from coffee trade, translators, coffee testers, to entrepreneurs of coffee processed products such as cafés. Café's booming business makes people compete and learn more about the coffee trade chain including taste tests and coffee brewing processes.

The facts presented previously show that the potential of coffee farming entrepreneurship both in terms of process at the post-harvest level, to the marketing level in the form of processed coffee to coffee in cups in the form of café. Agricultural entrepreneurship allows farmers to get higher profits with upstream control, namely the level of agricultural and downstream land, namely coffee processing. The upstream to downstream approach should provide added value in farmers' incomes.

The coffee processing is complex and requires a lot of experimentation. This is considered to be appropriate for young people because of the ease of access to information and technology. In some places, young farmers develop their own coffee processing and find market gaps so that they can sell at better prices. Coffee processing is more than just selling in the form of bobbin. It can be applied also in Karo regency. Coffee farming in Karo has increased since the beginning of 2000 along with the declining interest of Karo farmers in orange cultivation. Orange crops that support the economy of Karonese are no longer considered promising because of the attack of pests. Agriculture office of Karo regency shows the data that the area of orange crops decreased from 2005 and the increasing area of coffee farming land.

The conversion of orange crops into coffee crops is done by both younger farmers, and older farmers (Ginting, Ginting, & Wibowo, 2018). Public recognition or recommendation that coffee is more profitable than oranges is one of the factors that encourage citrus farmers to turn into coffee farmers. This phenomenon shows that coffee plants in Karo regency have great potential to be developed so that it is more profitable. Increasing profits will decrease the interest of farmers to turn their coffee farmland into other agricultural land or even non-agricultural land. Coffee plants have great potential to increase value compared to oranges, due to complex post-harvest processes and diverse market demand.

In addition to good coffee farming cultivation, good post-harvest handling can also increase farmers' income especially when the local coffee market is getting better with diverse demand, making the opportunities for farmers to increase their profits will be greater. It is in these conditions that young

farmers play an important role. According to Mukti, Budi Kusumo, & Qanti (2017), young farmers have the ability to create innovations, mainly because they are easier to access information.

Several studies have been conducted related to youth and agriculture. Ningsih & Syaf (2015) in their research reveal that youth consider agricultural jobs that are not economically promising. Most young people who are day-to-day as farmers have low incomes while their work takes up a lot of time and effort. Before farming, they still often gather just to talk in coffee shops. But after farming, they have begun to rarely gather due to exhaustion after farming, and the results obtained are not much. Wehantouw, Manginsela, & Moniaga (2018) in their research explain that there are two factors that cause the shift of farmers' children's labor to the non-agricultural sector, namely the pull factor and the driving factor. The supporting factor is the transfer of agricultural to non-agricultural land functions, for example for infrastructure development and lack of understanding and willingness to work in the agricultural sector. Meanwhile, the inhibiting factor is that the wages or salaries of the agricultural sector are lower than wages in the non-agricultural sector, and the second is the view of farmers' children towards agricultural work that is not very promising. Supeno (2015) states that research reveal that youngster is interested not only in coffee management training, but also understanding in the global market and coffee consumerization. Regarding the previous studies, therefore, this study aims to analyze the interest of young farmers in running entrepreneurship in the field of coffee farming.

## ***Review of Literature***

### **Agricultural Development**

Saptana & Ashari (2007) mention that the development errors in the agricultural sector such as conversion of agricultural land, decrease in fertility and land productivity, lowering the exchange rate of income and unemployment in rural areas happen because farmers are always encouraged only in production growth. They are also only considered objects of development, not as subjects. In fact, the development must also be oriented to the human element. It means that preparing people to actively participate in the process of sustainable agricultural development. Moreover, it is comprehended that agricultural development is prepared by the community, from the community, and for all communities. Thus, every member of the agricultural pattern with subsistence, traditional and agrarian pattern must be directed to the economic structure of urban, modern and industrial pattern. The dynamics that occur in the process are characterized by structural changes, so that sustainable agriculture is mentioned to combine three elements: environmental security, profitable agriculture and the welfare of farming communities (Dwijatenaya and Raden, 2016).

Velten, Leventon, Jager, & Newig (2015) say that the goal of sustainable agriculture is to meet the food needs of current and future communities without jeopardizing the ability of future generations to meet their needs. Sustainable agricultural mobilizers continue to strive for integration of three areas of purpose: the environment, economic benefits and social and economic equality. All parties involved in the agricultural and food systems: farmers, processors, traders and consumers can play a role for sustainability.

Sustainable agriculture is more than just a combination of practices, but there is also a negotiating process: drivers and pullers who sometimes compete with each other. Jackson (2011) mentions this term is actually is a political terminology, so political education about sustainable agriculture is needed just as important as managing that farm. This includes the worry of losing land due to urbanization. Ritonga, Erlina, & Supriadi (2015) state that sustainable agricultural development covers three important aspects namely people, nature and technology. Thus, the involvement of youth in agricultural development is very important, because youth are easier to receive information, technology and access to capital.

## Coffee Farm Entrepreneurship

Entrepreneurship always starts with actions of one's own and courage for the challenges and burdens that exist. This attitude and courage is based on wanting to create something useful for yourself and others. This is in line with what Ireland & Barringer's statement (2013) that an entrepreneur wants to create value, to explore ideas and practice his findings so as to give value to his customers. They illustrate that an entrepreneur will have creative traits and characteristics, initiators, tenacious/ persistent, visionary, have a good work ethic, energetic, able to increase resources, be aware of opportunities, motivated by success, networked people and have confidence. Although many myths say that entrepreneurship is born, but in fact, entrepreneurship can be formed from the potential that exists, knowledge of entrepreneurship and the environment that supports entrepreneurship (Apriliyanti, 2012).

Uneze (2013) says that agripreneurship is a specific concept for agriculture drawn from the concept of entrepreneurship. It is very important for state-based agriculture to create the need for agricultural entrepreneurship. Agricultural entrepreneurship is indispensable to improve the socioeconomic situation in a country with a large population through the creation of new agribusiness, the supply chain of agriculture and overall economic growth. This concept can be seen as a big part of the concept of agribusiness. Referring to the initial concept of agribusiness, it is seen as a unified system of agricultural inputs, governance, distribution of products and agricultural machinery. Nasruddin, Junaidi, Musyadar, & Dayat (2015) mention that trade globalization require farmers not only to think in increasing their agricultural production, but also how to be able to develop the agricultural industry. It is explained that agribusiness is built on three subsystems: upstream (provision of agricultural inputs such as fertilizers and seeds), on farm or manage gardens and downstream marketing and post-harvest.

Agricultural entrepreneurship can be categorized as a new phenomenon, especially in economic development (Mujuru, 2014). It starts from increasing agricultural production. However, farmers are not only thinking about increasing their productivity, but also identifying market opportunities to be able to process their businesses and sell directly using innovative and sustainable production methods (Carr, 2016). To be able to increase productivity and understand the market, farmers must strive and improve their skills so that they can survive.

Agricultural entrepreneurs can also increase the bargaining value of farmers in the market. Farmers are often unable to compete with corporate agriculture because of a little understanding of the quality of the products the market wants. Farmers are also unable to provide products sustainably so supply is unstable. These factors make traders reluctant to establish trade relationships with farmers because farmers are unable to meet the demand, especially in large quantities. Related to Danzer (2018), the value of the coffee chain is very basic, where coffee beans flow from farmers through layered collectors to the level of exporters to reach the international market. Then, agricultural entrepreneurship is very appropriately applied in the value of this coffee chain as explained by (Addo, 2018). Agricultural entrepreneurship creates new or better packaging, the ability to collaborate with other parties and mastery of good farming patterns of management and control over its business.

## Interest to be Entrepreneur

Apriliyanti (2012) states that the interest in entrepreneurship is not only triggered by the environment, but also by three are three things that can trigger one's interest in entrepreneurship: the potential of personality, knowledge and also the environment. Together, these three things have a great influence on creating one's interests. Potential personalities in entrepreneurial interests are categorized among others as the ability to see the potential of existing resources (Mukti et al., 2017), the ability to take risks (Apriliyanti, 2012), and innovation and always keep up with technological changes (Siahaan & Martauli, 2019).

The potential of this personality can be further strengthened by knowledge and the surrounding environment, both family and society at large. Mukti et al. (2017) say that the higher a person's education,

the easier it is for him to adopt technology and innovation in his entrepreneurial field. Formal education, as well as training, provides additional knowledge that ultimately makes entrepreneurs improve their entrepreneurial patterns. On the other hand, knowledge, one's values and emotions influence interest in doing something. If a person learns one thing, then his knowledge will improve his skills so that he begins to feel more competent to do something. Competence will increase confidence which then makes the individual spend more time on activities that are increasingly in demand because of the increased knowledge and skills.

## **Youth and Agriculture**

Wiyono in Anwarudin et al. (2020) shows that young workers in the agricultural sector tend to choose agricultural sub-sectors that generate more profit. They are also looking for a job image that gives pride because of higher incomes. Thus, the high level of youth education in rural areas does not necessarily increase agricultural productivity. This is because young people leave villages and farms for something that makes more money. There are three main factors to consider to attract the younger generation to agriculture, namely productivity and agricultural business benefits, available employment opportunities, as well as comfort and job satisfaction. On the other hand, the younger generation as a supplier of labor also needs improvement and improvement of education and skills to fit the needs of agriculture (Susilowati, 2016). Similarly, Addo (2018) state that agriculture needs to be modernized so that it attracts young people to be involved in it. The view of agriculture is that ancient work involving hoe does not interest the younger generation in agriculture. So, agricultural entrepreneurship becomes one of the paths that attract youth in agriculture, where the personality part becomes very important for entrepreneurial success.

Some policies needed to attract young people to work in the agricultural sector, among others namely (a) change the perception of the younger generation that the agricultural sector is an attractive and promising sector if managed diligently and earnestly; (b) agroindustry development; (c) technological innovation; (d) incentives; (e) the development of modern agriculture; (f) training and empowerment of young farmers; and (g) introduce agriculture to the younger generation early on. Arisena (2016) asserts that it is very important for young farmers to have an entrepreneurial spirit, so that they can further develop businesses, make agricultural planning, implement and evaluate. Arisena grouped entrepreneurial forming factors into four groups: motivation, courage to take risks, innovation and managerial competence.

## **Method**

This study employed descriptive qualitative research. Silalahi (2009) states that descriptive research is a study that presents a detailed picture of a special situation, social setting or relationship with the intention of obtaining as much information as possible about a phenomenon that occurs. The research was conducted in August - September 2020 in Tanjung Barus village, Barusjahe district, Karo regency, Indonesia. Barusjahe district has increased the area of coffee plants which is increasing quite high compared to other sub-districts in Karo. Barusjahe subdistrict is also one of the largest coffee producers in Karo.

Primary data were obtained by using in-depth interviews with key informants both using in-depth interview methods and with focus group discussion techniques. Secondary data is obtained from relevant document and literature. Primary data collection was conducted by interviewing key informant. The selection of key informant was done by using snow ball technique. Informant selection was done by using purposive sampling or criterion-based selection. The population in this study is young farmers who do coffee farming entrepreneurship in Tanjung Barus village, Barusjahe sub-district. The selection of informants is carried out by identifying young farmers with the criteria (1) below 40 years old when

interviewed; (2) having own coffee garden; (3) coming from a farmer family (parents work as farmer); and (4) doing self-processing coffee. The data analysis was done using data analysis flow as conveyed by Miles, Huberman, & Saldana (2014) by doing three stages: data condensation, data presentation and verification / drawing conclusions.

## **Result**

### **Coffee farming in Tanjung Barus Village**

Tanjung Barus is a village located in Barus Jahe district, Karo regency, Indonesia. In this area, there are 430 family recorded as working as coffee farmers, but they also farm horticulture, palawijaya and fruits such as oranges. Currently there are no farmers who only farm coffee. Other type of farmers who are recorded as other farmers, are farmers who grow agricultural crops, but do not have coffee in their farmland. Their number only ranges from 10% of the total population or equivalent to 11% of the total farmers in Tanjung Barus.

Based on the interview with Mr. Jansen Sembiring, it is stated by him that coffee plants were originally fence plants. Karonese have been growing coffee for a long time, but it has never become the main plant, because it is used as a barrier plant between lands. The main crops are usually vegetable and orange crops. Mrs. Wika Siregar as another informant also mentions that coffee plants as plants for casual people or God's plants. If it grows, it is okay. If it does not grow, it does not matter.

Farmers began to farm a lot of coffee since the eruption of Mount Sinabung, because coffee is considered resistant to volcanic ash. The eruption of Mount Sinabung in 2010 showed that coffee plants are not as susceptible as orange or vegetable crops. After the eruption of Sinabung, there were several institutions that helped mentor farmers, especially coffee, including Food and Agricultural Organization (FAO) and International Labour Organization (ILO). This assistance provides additional information about the cultivation and potential of coffee, so that more farmers are considering growing coffee.

The second and additional key informant explained that being a farmer is not the first choice. There are hardly any supportive parents when their children become farmers. Children are schooled to get a good job, not to be farmers. The job of being a farmer is a laborious and dirty job.

The same thing happened in Tanjung Barus village, where not many made agriculture the first choice. Most youth in Tanjung Barus village chose to work in an office or company. According to Yanuar Barus, in his village, there are very few young people who are interested in becoming farmers, including coffee farmers. Being a farmer does not provide security and stability in income. Sometimes incomes are high, but more often farmers earn very little. In fact, not infrequently, farmers can not cover the operational costs of agriculture, such as fertilizer costs, labor and even harvest labor.

### **Young farmers' interest in coffee farming entrepreneurship**

The entrepreneurial interest in coffee farming in this research is defined as an interest in the processing of coffee that is not just harvesting and selling in the form of bobbin (cherry). Coffee farming entrepreneurs cover the post-harvest process until sales that provide added value at the farmer level. To see the entrepreneurial interest, it is necessary to understand the pattern of post-harvest and coffee sales carried out in general in the village of Tanjung Barus. In this location, there are some collectors who live in the village or who come to buy coffee on market day/week. Farmers can sell to collectors in the village or to district-level collectors who are about 4 km from the village. If the coffee is sold a lot, they will sell to collectors in Berastagi / Kabanjahe in the form of wet grain. If farmers decide to process coffee harvested into wet grain, then the most common process done by farmers in Karo is a semi-wet process or best known as semi-wash. Semi-wash process is a post-harvest process of coffee that uses water.

Of the four key informants interviewed about interest in coffee farming entrepreneurs, only three confirmed a special interest in coffee farming entrepreneurship. The other one says that he was not interested in coffee farming entrepreneurship nor in coffee farming. Jack Sembiring owns land managed together with his parents, he is also involved in youth communities that have an interest in agriculture and post-harvest coffee, but he sees the potential of ecotourism and information technology (IT) more promising than coffee farming entrepreneurs.

The three main sources showed interest in coffee farming entrepreneurs, but they were hit with discretion in deciding to sell or process coffee further. Agultaripa on the other hand has more flexibility than his two colleagues because his parents have handed over full management of the land to him. The coffee harvested is not only processed into green bean or roasted bean, but he also does different processes, so he can sell at different prices as well. The process carried out from harvesting to green bean takes longer, a week or even up to months. Agultaripa admits that although the time is long, but it is worth to the price obtained. Key informants say their interest in coffee farming entrepreneurship increases when they see different coffee drinking behaviors compared to coffee drinking patterns in the past.

### **Discussion**

The four main key informants can be classified into two parts, namely: the first group is those who have similarly high individual interests and situational interests and the second group is those who have great situational interests but have not very large individual interests. Agultaripa had a great situational interest when he first visited *Biji Hitam* which was then followed by a great individual interest. The other three key informants were heavily influenced by karo's copying situation and guidance from Agultaripa, but the individual interest was not very high. The description of the three key informants is a picture of young farmers in Tanjung Barus village as a whole. Based on the opinion of key informants, most of the young farmers in Tanjung Barus village are not interested in starting an entrepreneurial coffee farm.

This is in line with what Subramaniam (2009) states that individual interests last longer despite appearing slowly. It is this great individual interest that makes the main key informant look for a way out when finding obstacles in his entrepreneurship. Agultaripa found many obstacles in starting his entrepreneurship, such as parental disalons, starting cultivation and post-harvest coffee. These difficulties did not stop him from starting his agricultural entrepreneurship instead spurring him to develop his business. In contrast, most of the young farmers in Tanjung Barus village do not have a great interest in doing coffee farming entrepreneurship. They admit that they see great potential if they manage their coffee better, then they will get a greater profit. However, they also saw the obstacles and felt that the obstacles were too difficult to face for them to be able to successfully become coffee entrepreneurs.

### **Conclusion**

In general, the interest of young farmers increases along with the changing style of drinking coffee of the community which shows that drinking coffee no longer belongs to old people. The style of drinking coffee in the café makes them see the potential that they can manage to get greater added value. Some of young people are even starting to see they can combine their coffee processing with ecotourism, which can increase the potential for profit making. Not all young farmers who previously planted coffee were immediately interested in processing their coffee. Some still choose to work in sectors other than agriculture such as working in the office, especially in the IT field. The reason for not being interested in agriculture despite being coupled with coffee farming entrepreneurs is because agricultural incomes are unstable and more often low, even unprofitable. On the contrary, young farmers who have done coffee processing are not immediately interested in doing their current coffee farming patterns. Most of the young farmers do not see the association of coffee farming patterns with the coffee processing they do.

These agricultural entrepreneurs still have a pattern of view that coffee farming is not a promising thing to be more pursued.

## **References**

### Books

- Carr, S. (2016). *An exploration of gripreneurship scope, actors and prospects. Nestle society report 2015.*
- Danzer, E. M. (2018). *From farmers to global markets: The politics of commodity supply chains In Indonesia.* Wisconsin: University of Wisconsin.
- Direktorat Jenderal Perkebunan. (2018). *Statistik perkebunan Indonesia 2015 – 2017.* Sekretariat Direktorat Jenderal Perkebunan.
- Ireland, R. D., & Barringer, B. R. (2013). *Entrepreneurship: Successfully launching new ventures* (4th edition; R. D. Ireland & B. R. Barringer, Eds.). Boston: Pearson.
- Jackson, W. (2011). *Nature as measure: The selected essays of Wes Jackson.* Beerkeley: Counterpoint.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd edition). London: Sage.
- Silalahi, U. (2009). *Metode penelitian sosial.* Bandung: PT. Refika Aditama.
- Siahaan, L. M., & Martauli, E. D. (2019). Pengaruh perilaku kewirausahaan terhadap kinerja usahatani kopi Arabika di kabupaten Karo. *Prosiding Seminar Nasional Hasil Riset Dan Pengabdian.* Presented at the Seminar Nasional Hasil Riset dan Pengabdian, Surabaya.

### Journals

- Addo, L. K. (2018). Factors influencing agripreneuership and their role in agripreneuership performance among young graudate agripreneurs. *International Journal of Environment, Agriculture and Biotechnology (IJEAB)*, 3(6), 2051–2066.
- Anwarudin, O., Sumardjo, S., Satria, A., & Fatchiya, A. (2020). Process and approach to farmer regeneration through multi-strategy in Indonesia. *Jurnal Penelitian dan Pengembangan Pertanian*, 39(2), 73–85. <https://doi.org/10.21082/jp3.v39n2.2020.p73-85>
- Apriliyanti, E. (2012). Pengaruh kepribadian wirausaha, pengetahuan kewirausahaan, dan lingkungan terhadap minat berwirausaha siswa SMK. *Jurnal Pendidikan Vokasi*, 2(3), 311–324.
- Arisena, G. (2016). Konsep kewirausahaan pada petani melalui pendekatan Structural Equation Model (SEM). *Jurnal Agribisnis Dan Agrowisata (Journal of Agribusiness and Agritourism)*, 5(1), 1–15.
- Ginting, L., Ginting, R., & Wibowo, R. P. (2018). Faktor-faktor yang mempengaruhi konversi lahan jeruk menjadi lahan kopi di kabupaten Karo. *Journal on Social Economic of Agriculture and Agribusiness*, 9(7), 1–16.
- Mujuru, J. T. R. (2014). Entrepreneurial agriculture for human development: A case study of Dotito irrigation scheme, Mt Darwin. *International Journal of Humanities and Social Science*, 4(4), 121–131.
- Mukti, G. W., Budi Kusumo, R. A., & Qanti, S. R. (2017). Perilaku sukses petani muda wirausaha lulusan fakultas pertanian Universitas Padjajaran. *Jurnal Agribisnis Terpadu*, 10(2), 221–234. <https://doi.org/10.33512/jat.v10i2.5076>



- Nasruddin, W., Junaidi, E., Musyadar, A., & Dayat. (2015). Tingkat kewirausahaan berbagai pelaku agribisnis di wilayah Bogor. *Jurnal Agribisnis Indonesia*, 3(1), 55–66.
- Ningsih, F., & Syaf, S. (2015). Faktor-faktor yang menentukan keterlibatan pemuda pedesaan pada kegiatan pertanian berkelanjutan. *Jurnal Penyuluhan*, 11(1), 23–37. <https://doi.org/10.25015/penyuluhan.v11i1.9929>
- Ritonga, A., Erlina, & Supriadi. (2015). Analisis peran pemuda terhadap pembangunan pertanian lahan pangan berkelanjutan di kabupaten Labuhanbatu Utara. *Jurnal Pertanian Tropik*, 2(3), 311–322. <https://doi.org/10.32734/jpt.v2i3.2937>
- Saptana, & Ashari. (2007). Pembangunan pertanian berkelanjutan melalui kemitraan usaha. *Jurnal Litbang Pertanian*, 26(4), 123–130.
- Subramaniam, P. R. (2009). Motivational effects of interest on student engagement and learning in physical education: A review. *International Journal of Physic Education*, 46(2), 11–19.
- Sumarti, T., Rokhani, R., & Falatehan, S. F. (2017). Strategi Pemberdayaan petani muda kopi wirausaha di kabupaten Simalungun. *Jurnal Penyuluhan*, 13(1), 31–39. <https://doi.org/10.25015/penyuluhan.v13i1.15165>
- Susilowati, S. H. (2016). Fenomena penuaan petani dan berkurangnya tenaga kerja muda serta implikasinya bagi kebijakan pembangunan pertanian. *Forum Penelitian Agro Ekonomi*, 34(1), 35–55. <https://doi.org/10.21082/fae.v34n1.2016.35-55>
- Uneze, C. (2013). Adopting agripreneurship education for Nigeria quest food security. *Journal of Education Research*, 3(9), Greener Journal of Education Research.
- Velten, S., Leventon, J., Jager, N., & Newig, J. (2015). What is sustainable agriculture? A systematic review. *Sustainability*, 7(6), 7833–7865. <https://doi.org/10.3390/su7067833>
- Wehantouw, A. D., Manginsela, E. P., & Moniaga, V. R. B. (2018). Faktor beralihnya tenaga kerja anak petani ke sektor non-pertanian di desa Treman kecamatan Kauditan kabupaten Minahasa Utara. *Agri-Sosioekonomi*, 14(2), 1–12. <https://doi.org/10.35791/agrsosek.14.2.2018.20098>

### Websites

- Nangoy, F., & Nicholson, M. (2018, June 22). Indonesia's growing thirst for coffee drains premium bean supplies [News]. Retrieved January 2, 2021, from The Jakarta Post website: <https://www.thejakartapost.com/news/2018/06/22/indonesias-growing-thirst-for-coffee-drains-premium-bean-supplies.html>
- Supeno, I. D. (2015). A future in coffee: Growing a new generation of coffee professionals—Knowledge Portal—Food & Business Knowledge Platform [Online]. Retrieved January 2, 2021, from Food & Business Knowledge Platform website: <https://knowledge4food.net/knowledge-portal-item/future-coffee-case-studies-involve-youth/>

### **Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).