

***THE INFLUENCE OF INTERNAL AND EXTERNAL FACTORS ON  
INCREASING YOUTH'S INTEREST IN HYDROPONIC AGRIBUSINESS IN  
KALIOMBO SUB-DISTRICT, KOTA KEDIRI***

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***ABSTRACT***

*This study aims to: (1) Describe the influence of internal and external factors in increasing the interest and aspirations of youth in hydroponic agribusiness in Kaliombo Village, Kediri City District, (2) Analyze the interests and aspirations of youth in hydroponic agribusiness in Kaliombo Village, Kediri City District, (3) Analyze the influence of internal and external factors on the interests and aspirations of youth in hydroponic agribusiness in Kaliombo Village, Kediri City District. This research was conducted in Kaliombo Village, Kediri City District. Data analysis was used to acknowledge the first and second research objectives using the Likert Rating Scale (SLR), while to determine the third research objective using multiple regression analysis. The results of this study indicate that: (1) The internal and external factors that have been carried out by youth in the Kaliombo Sub-District, Kediri City Subdistrict, have “strongly agreed”, (2) The interest and aspirations of youth in hydroponic agribusiness in Kaliombo Sub-District, Kediri City District are very good, ( 3) Interests and aspirations of youth in hydroponic agribusiness in Kaliombo Village, Kediri City District, are significantly influenced by internal and external factors.*

*Keywords: Influence, Interest, Hydroponics*