

***Youth Perception and Interest in Creative Agribusiness in
Wuluhan District, Jember Regency***
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ABSTARCT

The youth crisis in the agricultural sector has consequences for the development of the agricultural sector. Youth in Wuluhan District are less interested in the profession in agriculture, this can be seen from the data on the number of residents in Wuluhan District who work as farmers, namely as many as 30,411 people and there are only 5,709 youths who work as farmers. This number is equivalent to 18.7% of the total population of Wuluhan District who work as farmers. This research is a type of quantitative research with a survey research method that aims to analyze the perceptions and interests of youth in Wuluhan District, Jember Regency, find out what factors influence youth perceptions and interests in creative agribusiness in Wuluhan District, Jember Regency and identify the types of creative agribusiness that are wants to be managed by youth in Wuluhan District, Jember Regency. The results of this study indicate the factors that influence youth perceptions and interest in creative agribusiness in the District of Wuluhan, namely characteristics, external factors, the role of agricultural extension, perceptions of entrepreneurship, where all of these factors have a significant effect on creative agribusiness decisions. The creative agribusiness business that is most in demand by youth in Wuluhan District, Jember Regency is Hydroponics.

Keywords : *Creative Agribusiness, Youth, Wuluhan Jember*