

***Strategy for Developing Youth Interest in the Agricultural Sector in
Banyuwangi District***

Ilham Juanda¹, Muksin², Nanang Dwi W.³

¹*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

²*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

³*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

e-mail : bidtapang15@gmail.com

ABSTRACT

The agricultural sector is the leading sector in Banyuwangi. However, the contribution of the agricultural sector to the Gross Regional Domestic Product (GRDP) of Banyuwangi has decreased continuously by up to 30% in 2019. The decline in the contribution of the agricultural sector to the GRDP of Banyuwangi is partly due to the declining interest of the younger generation in the agricultural sector. So, this causes the regeneration of agricultural human resources is very slow. This study aims to analyze the strategy of developing the interest of the younger generation towards the agricultural sector in Banyuwangi. The method used in this research is preference analysis, ISM and AHP to produce the right strategy and can be interpreted. The result of the analysis show that : 1) the young generation in Banyuwangi is interested in 5 agricultural models, 2) there are 4 elements that have an influence in developing the interest of the younger generation in the agricultural sector in Banyuwangi, 3) local government policies that include human resources policies, technology procurement policies and other sector synergy policies are policy priorities that need to be implemented in an effort to develop the interest of the younger generation towards the agricultural sector in Banyuwangi.

Keywords : Young Generation, Strategy, ISM, AHP, Banyuwangi