

Millennials' Development Strategy Agri-Socio-Preneur in West Java

(Case Study in Ciletuh-Palabuhan Ratu Geopark Area)

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ABSTRACT

This research contributes to building a conceptual framework for developing the human resource capacity of millennial farmers in growing social entrepreneurship in the agricultural Using a systems perspective, we can improve the sector. The study starts with a qualitative analysis. study to comprehensively photograph the problem situation in developing the human resource capacity of the millennial generation of farmers, then proceed with quantitative analysis to obtain alternative strategies that can be prioritized to be implemented in order to foster the spirit of social entrepreneurship and build social enterprises in the agricultural sector, especially in rural areas West Java. The research purposes are explaining the primary problem situation in the development of agricultural social entrepreneurs in millennial generation farmers in West Java; explaining the readiness of millennial farmers in West Java and other stakeholders in applying the concept of social entrepreneurship to their agricultural businesses; analyzing priority strategies in the development of agricultural social entrepreneurs for millennial generation farmers in West Java; designing a model for achieving priority strategies for developing agricultural social entrepreneurs for millennial generation farmers in West Java.

Keywords: *Social entrepreneurship, Agri-Socio-Preneur, Millennial Generation, Agricultural.*

1. INTRODUCTION

Social entrepreneurship has developed into something of interest in the twenty-first century [1]. Agarwal, R. and Light, RP [2] stated that this phenomenon could not be separated from the success stories around the world regarding poverty alleviation and success in increasing development in various fields. Some experts such as Dees [3] and Fowler [4] argue that social entrepreneurship is suitable to be developed at this time and has a positive role in solving social problems. Social entrepreneurship is a new inspiration in developing paradigms related to non-governmental development organizations—the potential of social entrepreneurship in producing something promising [5].

Social entrepreneurship in agriculture is also developing in line with the development of

social entrepreneurship itself. Ellis et al. [6] concluded that social entrepreneurship could serve as a viable and sustainable practical mechanism to facilitate innovation in agriculture. Entrepreneurship can be a way to solve problems in farming performance in rural areas. [7] Explained that social entrepreneurs in agriculture face various challenges such as being integrated as a poor community, marginalized, or disadvantaged in rural and remote areas. The social impact generated by social entrepreneurship activities is much more significant than that of MSMEs because they help create jobs, increase agricultural incomes, and help achieve better health, education, and the environment.

Greenhouse. The Ministry of Agriculture of the Republic of Indonesia explained that in the third stage of the RPJMN (2015-2019),

the agricultural sector was still crucial in national economic development. The strategic role of the agricultural sector is described in the contribution of the agricultural sector in providing food and industrial raw materials, contributing to GDP, generating foreign exchange for the country, absorbing labor, the main source of rural household income, providing feed ingredients and bioenergy, as well as playing a role in efforts to reduce gas emissions.

In the last five years, the agriculture sector's contribution to the national economy has been positive. In the period 2010-2014, the agriculture industry contributed an average of 10.26% to GDP, with a growth rate of roughly 3.90 percent. In 2014, the agricultural industry absorbed over 35.76 million people, or almost 30 percent of the total population. Judging from the role of the agricultural sector to the Gross Regional Domestic Product (GRDP) of 15.04% and the absorption of labor by assuming more than 36.42% of the workforce, it can be said that the agricultural sector has a disproportionate role.

Some of the leading employment problems that arise as a logical consequence of current agricultural activities. The age of the productive workforce and the degree of education of farmers are important factors in the agricultural sector.. Based on the 2010 Population Census, 11.5% of the workforce in the agricultural sector mainly were workers aged between 40-44 years, and 11.0% were followed by 11.0% of workers in the 44-45 year age group. In terms of education, based on the results of the 2012 BPS National Labor Force Survey (Sakernas), 74.5% of workers in the agricultural sector did not go to school until they finished elementary school. Junior high school graduates account for 15.7 percent, while high school graduates account for 9.15 percent. This condition is unequal with employment in other sectors, especially in the manufacturing and service industries.

The average income of workers in the agricultural sector, which is lower than the industrial and service sectors, is the main factor causing the agricultural sector to be less attractive. The younger generation is more interested in the industrial and service sectors, which are generally more promising with a more definite career path. This condition is exacerbated by the significant conversion of agricultural land, which can cause agricultural businesses not to reach economies of scale. In addition, many young people from farming households do not have the knowledge and skills

in running agribusiness, including the managerial ability.

The efforts made by the government are felt to be not optimal to lead to the growth or development of social entrepreneurship for the agricultural sector. In improving farmers' skills, a Self-Help Agricultural and Rural Training Center (P4S) has been developed as a farmer-owned institution that directly plays an active part in agricultural growth through agricultural human resource development in the form of training, counseling, and education. In addition, an Independent Institution Rooted in the Community (LM3) was also developed. It is a community-based moral and social education activity with the strength and potential to be expanded as a rural development driver.

National conditions are also not much different from regional conditions. The province of West Java has the greatest population in Indonesia, 49.93 million people [8]. The number of households working in West Java's agricultural sector is 3,250,825 households [9]. The five largest regencies of households operating in the agricultural sector in West Java, respectively, are Cianjur Regency, Sukabumi Regency, Tasikmalaya Regency, Garut Regency, and Ciamis Regency (plus Pangandaran Regency). Geographically, the five regions are in the southern part of West Java Province.

Regarding human resources in agriculture, farmer capacity is significant in line with agricultural development priorities oriented to human resource development. Capacity is the inherent power of a person as the leading actor in managing agricultural resources to set farming goals appropriately and achieve the goals that have been set in the right way. Until now, the capacity of farmers in realizing successful farming is still low. It is evident from farmers' knowledge, attitudes, and skills in identifying farming potential, exploiting opportunities, overcoming farming problems, and maintaining the sustainability of farming resources [10]. This is by the Planned Behavior Theory by Ajzein [11] that the capacity of farmers can develop through a learning process to change behavior. Farmer capacity development strategies are needed to answer this question.

A large population is a development asset that will produce quality Human Resources (HR) if managed optimally. The total population of Indonesia in 2020 is estimated at 270.20 million people with a total workforce of 128.45 million people [12]. Millennials are residents born

between 1980-2000 and in 2019 are aged 18-39 years. This condition makes the millennial generation at the most productive age to make the best contribution to the economy.

The Ministry of PPA and BPS explained that the millennial generation who worked in the Agriculture, Forestry, and Fisheries business fields showed a declining trend during 2015-2017. This condition is due to the millennial generation being more interested in doing business that is not monotonous, gives freedom to develop businesses and businesses that provide maximum profits. Agriculture, Forestry, and Fisheries are business fields that require increasingly limited availability of land and relatively low wages so that millennials are increasingly left behind. If this situation continues, there will be a structural transformation of the economy in Indonesia, which shifts from an agrarian country to an industrial one.

If we look at the place of residence, it appears that the millennial generation who work in the agricultural business sector is dominated by those who live in rural areas. The millennial generation who works in the agricultural business field and live in rural areas reaches 42.40%. This figure is much higher than the percentage of the millennial generation who work in the agricultural business field and live in urban areas of 5.24%. This is influenced by the availability of agricultural land, which is still often found in rural areas, while it is very limited in urban areas. On the other hand, the development of the millennial generation group who have become entrepreneurs (i.e., those who are self-employed) in the last three years have shown an increase every year. The millennial generation who became entrepreneurs increased from 21.57% in 2015 to 24.

In West Java Province, the millennial generation as entrepreneurs in 2017 was below the national average. The entrepreneurial millennial generation based on place of residence shows a very significant difference, the percentage of the entrepreneurial millennial generation living in rural areas reaches 30.04%. In comparison, in urban areas, it is only 19.68%. One possibility that can explain this high difference in entrepreneurship is that the availability of more limited business fields in rural areas has forced the millennial generation to start their own business. This shows an excellent opportunity for the millennial generation in rural areas, especially in the southern part of West

Java, to become entrepreneurs, especially social entrepreneurs in the agricultural sector.

The role of quality millennial farmer human resources will be increasingly needed along with the many challenges faced by the growth of social entrepreneurs in the agricultural sector. [13] Concludes that the skills that need to be possessed by millennial generation farmers are the ability to innovate, understand social and market orientation, as well as the patterns of opportunity recognition that drive the emergence of social entrepreneurship. The capacity development program is one of the efforts so that millennial farmer human resources can foster a social entrepreneurial spirit and develop social enterprises in the agricultural sector in the surrounding environment.

Studies related to the human resource capacity of millennial-generation farmers in Indonesia are still limited, primarily when related to the growth of social entrepreneurship in the agricultural sector. This research contributes to building a conceptual framework for developing the human resource capacity of millennial farmers in growing social entrepreneurship in the agricultural Using a systems perspective, we can improve the sector. The study starts with a qualitative analysis. study to comprehensively photograph the problem situation in developing the human resource capacity of the millennial generation of farmers, then proceed with quantitative analysis to obtain alternative strategies that can be prioritized to be implemented in order to foster the spirit of social entrepreneurship and build social enterprises in the agricultural sector, especially in rural areas, West Java. Research Purposes:

- 1) Explaining the central problem situation in the development of agricultural social entrepreneurs in millennial generation farmers in West Java.
- 2) Explaining the readiness of millennial farmers in West Java and other stakeholders in applying the concept of social entrepreneurship to their agricultural businesses.
- 3) Analyzing priority strategies in developing agricultural social entrepreneurs for millennial generation farmers in West Java.
- 4) Designing a model for achieving priority strategies for developing agricultural social entrepreneurs for millennial generation farmers in West Java.

2. LITERATURE REVIEW

2.1. *Social Entrepreneurship and Its Development Efforts*

In general, entrepreneurship is understood as a point of view to get solutions, directions, paths, strategies, in order to create and develop businesses that can provide profit opportunities for a business (profitable farm), as environmental conditions (economic, social, cultural, business) are increasingly changing. It takes a unique policy role to support entrepreneurial activity, especially in rural areas of rural enterprises and rural areas that have implications for business development, especially in the agricultural sector [14].

The presence of entrepreneurship in the agricultural sector has a strategic role. The development of entrepreneurial activity Improvement of entrepreneurial skills is a key prerequisite for the agricultural sector's growth, improvement of human resources, improvement of the economy, especially for increasing GDP [15], which is carried out through entrepreneurship development programs that are oriented to local potential, entrepreneurial-focused, systematic, and supported by policy and the political environment.

Farmers are born to be entrepreneurs. Farmers become entrepreneurs by learning traditionally, owning and managing their farms; therefore, agriculture has business characteristics. Agriculture is known to have a business character, so farmers are also increasingly encouraged to have their characteristics and competencies as entrepreneurs.

According to [16] states that farmers can be divided into five groups as entrepreneurial actors, namely Economic entrepreneurs (responding to economic changes),

- 1) Socially responsible entrepreneurs (financially successful farmers by paying attention to the balance of the social environment and the role of the environment),
- 2) Traditional growers (successful farmers who focus on previous activities),
- 3) New growers (farmers who diversify with something new but almost the same in other areas of activity),
- 4) Doubting entrepreneurs (relatively static farmers and do not make changes).

When viewed from an entrepreneurial perspective, the diversity of characteristics of farmers causes the entrepreneurial skills capacity needed by farmers also to vary.

2.2. *Social Entrepreneurship in the Agricultural Sector*

The potential for large and diverse agricultural resources and human resources that can encourage agriculture can benefit the people of Indonesia. The countryside is a community entity where the prevailing customs are still a way of life and traditions. This situation encourages continuous development in the agricultural sector. The characteristics of rural areas encourage Indonesia to become an agrarian country, with part of the population making a living in agriculture.

According to Angel Investment Network Indonesia (ANGIN) [17] in its report for the United Nations Development Program (UNDP), it explains that Indonesian agriculture, which supports the livelihoods of millions of people, is currently at a crossroads. Indonesia still has problems in its agricultural sector. Indonesian smallholders and Community-based food processors are unable to take advantage of the economic opportunities presented by rising worldwide and domestic demand, both in terms of material and financial resources. Referring to the problems above, this encourages various elements of society to play an active role in assisting the government in overcoming the problems of agricultural development, poverty, and farmers' welfare. This role is present in various forms of practice and movement in solving social problems independently, meeting needs with various efforts of their own, and creating social change in society. This practice became known as social entrepreneurship. *Social entrepreneurship* is a term derived from entrepreneurship. Social entrepreneurship becomes an alternative solution, especially in agriculture, when the government cannot solve the problem of social inequality and farmer welfare.

In Indonesia, social entrepreneurship is on the rise, with organizations working in subjects as diverse as education, health, women's empowerment, the environment, and agriculture. Agriculture, on the other hand, is a social enterprise with the potential to grow quickly since it may affect the lives of people, the majority of whom work as farmers. This is in line with data from ANGIN, which states that most

learning process in counseling the entrepreneurial competence of corn farmers in Lampung Province. (4) Finding an extension model that can improve the entrepreneurial competence of corn farmers based on the factors studied in Lampung is a province of Indonesia. This study took place in Lampung from June to August 2014. Province. The results showed that: (1) The state of maize farmers' entrepreneurial competency in Lampung Province is separated into four types of entrepreneurial competencies: technical, managerial, innovative, and universal. (2) The learning process in extension is influenced by elements such as formal education, farming experience, work motivation, farmer participation in community institutions, access to information, farming environment, and government policies. (3) Factors affecting farmers' formal education, labor motivation, and participation.

Farmers in community institutions, access to information, and the farming environment, directly and indirectly, affect the learning process in counseling on the entrepreneurial competence of corn farmers in Lampung Province. (4) The maize farmer extension model based on increasing entrepreneurial competence is carried out by considering the influencing factors and the types of maize farmer entrepreneurial competencies.

3) Developments of social entrepreneurship in Estonia. [24]

This dissertation aims to describe and examine social entrepreneurship, propose a model for studying it, and test the model for social entrepreneurship practices in Estonia. The result of this dissertation is a comprehensive explanation of social entrepreneurship in Estonia, which shows that it is still in its infancy and has an evident influence on the Soviet

heritage in terms of understanding and prejudice about civil society and social politics in terms of both their functioning and potential. However, in general, social entrepreneurship in Estonia is not much different from Western practice, and as such, it may not be considered unique.

4) Understanding and Measuring Social Entrepreneurship. [25]

The goal of this dissertation is to analyze and quantify the phenomenon of social entrepreneurship. This dissertation specifically tackles two research gaps in the field of social entrepreneurship. The first gap to be explored is the mobilization of resources during the early phases of a social enterprise strategy's marketing development. As a result, the difficulty of assessing the concept of social entrepreneurship is the second research gap explored in this paper. A case study on the beginning of social health care delivery in rural India addresses the research question of how to overcome resource constraints in building a corporate social marketing strategy. Over the course of two years, data was gathered through interviews, email discussions, online discussion forums, and student reports.

The findings of the first paper contribute to the development of a live case teaching methodology for teaching students how to address social business problems. The bricolage network and the entrepreneurship education bricolage network were utilized as two ways to solve resource shortages while building a health enterprise marketing strategy, according to the findings of the second study. The findings of this study add to our understanding of how to establish marketing strategies for social companies. The research also aids in the education of social entrepreneurs and the acquisition of social enterprise resources.

2.5. Framework

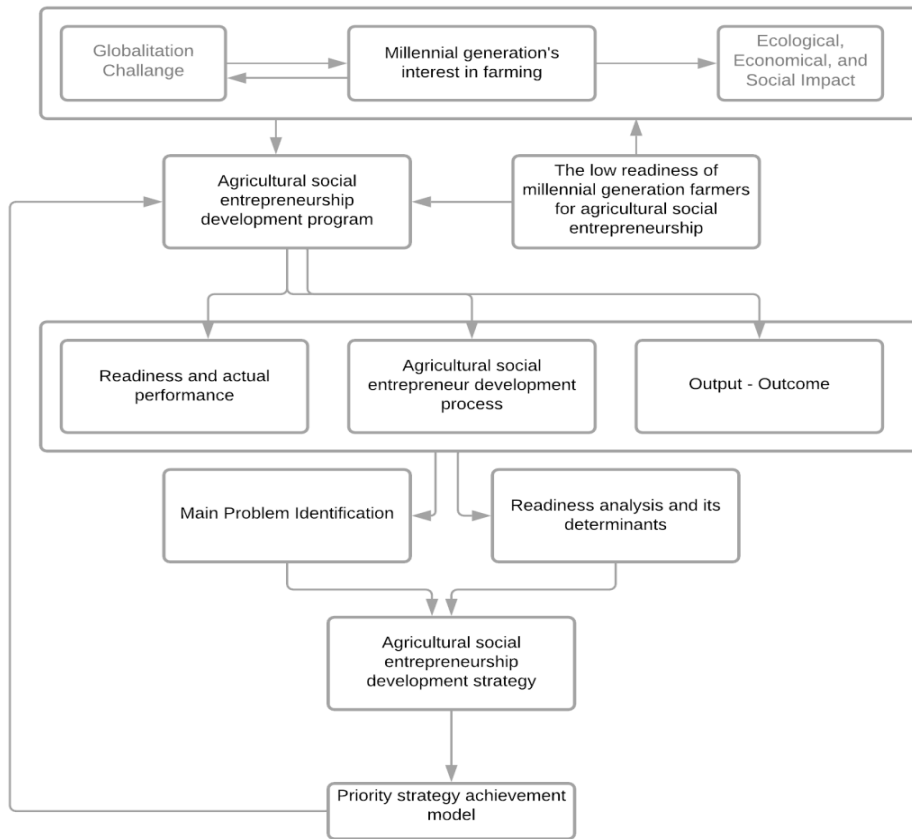


Figure 1. Thinking Framework

3. RESEARCH METHODS

3.1. Research Location and Time

The place of data collection in the implementation of the research is carried out at the location of the expert respondents or according to the agreement; This is connected to the research's major data collection method, which includes questionnaires and expert survey interviews (expert respondents). The time for conducting the research will begin after this proposal is approved and it is feasible to proceed to the research implementation stage. The

research implementation process, or in other words, the fieldwork process, is estimated to take 10-12 months.

3.2. Data Types and Resources

Primary and secondary data were employed in this investigation. Interviews with expert respondents provide primary data. representing various stakeholders, while secondary data comes from various reports and documents from related agencies. Overall, the types and sources of data used in this study are presented in Table 2.

Table 2. Types and Sources of Data

No.	Data Type	Method	Data source
1	Identification and Structuring of Main Problems	Interviews, FGDs, field observations	Respondents (experts), observation results
2	Assessment of dimensions, attributes and criteria for the application of the	Interview/questionnaire and/or FGD	Respondent (expert)

	concept of agricultural social entrepreneurship		
3	Identification of priority criteria, actors, and strategic alternatives	Interview/questionnaire and/or FGD	Respondents (experts), results 1 and 2.
4	Identify critical elements in building a priority strategy achievement model	Interview/questionnaire and/or FGD	Respondent (expert)
5	Secondary Data	-	Related Supporting Data

3.3. Sampling Technique

Social agriculture in West Java. The data and information used in the analysis were obtained and extracted using an expert survey involving several respondents. Expert/expert, in this case, is defined as someone who has mastery of specific skills or knowledge that represents mastery of a particular subject and has sufficient experience and access to information in entrepreneurial development. The selected expert/expert respondents represent various stakeholders and related actors for representation. In addition to in-depth interviews, primary data collection was also conducted through limited, non-formal discussions. Determination of the sample is done using a combination of purposive sampling and snowball sampling to ensure that respondents meet the expected expert criteria. The things considered in selecting expert respondents are according to the following criteria:

- 1) Have adequate and relevant experience or education
- 2) Have a good reputation and credibility in representing stakeholders
- 3) Willingness to be time and communicative to be interviewed and fill out questionnaires.

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