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Netnography of The Young Farmer Crisis: Identifying Factors to Improve Agriculture in East Java

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A B S T R A C T

The agricultural sector in East Java plays an important role in the regional economy even though its contribution to GDP is smaller than that of the processing and trade industries. This sector is the largest absorber of labour and supports national food security. However, challenges arise with the declining interest of the younger generation in agriculture due to the perception of the less promising sector and the uncertainty of results. This study explores the factors that influence the interest of the younger generation in agriculture and identifies strategic steps to address these issues. Data was collected from comments on YouTube content themed "Young Farmer Crisis" and analyzed with NVIVO software. The results show that the majority of farmers have negative views related to prices, government support, socio-economic conditions, and technology. The proposed solutions include improving supply chains, diversifying products, government support,infrastructure development, access to microfinance, private sector cooperation for agricultural modernization, as well as balanced import policies and improving the quality of local products for the sustainable welfare of East Java farmers

INTRODUCTION

Describe The agricultural sector plays an important role in East Java's economy, although its contribution to the Gross Regional Domestic Product (GDP) in 2021 reached 11.50 per cent, which is much smaller than the processing industry sector which contributed 31.02 per cent and the trade sector which contributed 22.69 per cent (BPS East Java 2022). Although its contribution to GDP is not as large as other sectors, the agricultural sector remains an integral part of the region's economy with various key roles that cannot be ignored (Paramithasari et al. 2021).

First, the agricultural sector is the largest absorber of labour in East Java. In 2021, around 31.68 per cent of the total workforce in this area worked in the agricultural sector (Fauziyah et al. 2023). This shows that this sector is the main source of employment, especially for people in rural areas. The agricultural sector not only provides livelihoods for millions of people, but also supports the social and economic structures of rural communities, which often rely on agriculture as their economic backbone (Oktavia et al. 2016).

Food security is another very significant aspect of the contribution of the agricultural sector in East Java. As one of the national rice barns, East Java has a vital role in providing food not only for its region but also for the whole of Indonesia. The agricultural sector here not only includes rice production but also various other food commodities that support national food security. Thus, agriculture functions as an important safety net in maintaining food availability and stability (Astuti 2023).

In addition, the agricultural sector is the main source of income for many people in East Java. For farmers and their families, agricultural products are the backbone of their economy (Agri Edu 2023). Income from agriculture allows them to meet basic needs and improve their well-being. In this context, the sustainability and success of the agricultural sector greatly affect the quality of life of many individuals and families in this area.

The agricultural sector also plays an important role as a provider of raw materials for the processing industry in East Java. Various agricultural products such as sugarcane, palm oil, and rubber are important raw materials for the processing industry that contributes to the regional economy. The dependence of the processing industry on agricultural products emphasizes the close relationship between the agricultural sector and the industrial sector, as well as the importance of the success of the agricultural sector for overall economic welfare (Masfufah et al. 2013).

However, although the agricultural sector has a very important role, it faces significant challenges, especially in terms of the declining interest of the younger generation in being involved in agricultural activities (Fathiyah et al. 2022). This phenomenon is even more troubling, given that the younger generation in East Java, as in many other regions, is showing a declining interest in agriculture. Several factors contribute to this phenomenon, including the perception that agriculture is a less promising sector in terms of finance and the uncertainty that often accompanies unstable agricultural yields (Triton 2019).

The rapid process of modernization and urbanization also plays a role in shifting interests and job opportunities to other sectors, such as industry and services. These sectors are considered more attractive and offer better career opportunities as compared to agriculture. The impact of this shift is felt in the decline in the number of young workers involved in agriculture, which in turn can lead to various serious problems such as decreased productivity, reduced innovation, and delays in the adoption of the latest technologies (Nuryaman et al. 2023).

The lack of interest of the younger generation in agriculture also exacerbates the challenges facing the sector. With a dwindling young workforce, the agricultural sector faces threats to food security and its long-term sustainability. Therefore, it is very important to understand the factors that affect the declining interest of the younger generation in the agricultural sector and find effective solutions to attract their interest.

LITERATURE REVIEW

This study aims to explore various factors that influence the interest of the younger generation in the agricultural sector in East Java and to identify strategic steps that can be taken to overcome this problem. With a deep understanding of the challenges and the driving and inhibiting factors, it is hoped that effective solutions can be developed to strengthen the agricultural sector and ensure food sustainability in the future, for the welfare of the community and a more stable regional economy.

METHODOLOGY

The population in this study was all comments on content-themed "Young Farmer Crisis" on YouTube. The sampling technique in this study uses purposive sampling. Purposive sampling is a sampling technique using certain criteria (Schindler 2014). The criteria used for sample selection is that the number of viewers on the content must be more than 10,000. The reason used in using these criteria is that, with many views on social media, of course, the media is considered to have a good reputation (Sjoraida et al. 2021). A breakdown of the number of viewers and comments for each video content is presented in the following table.

Tabel 1. Data Sample

No.	Title of Video	View	Total Comment	Source
1	*Indonesia Krisis Regenerasi Petani Muda*	90,481	1,580	TirtoID
2	*Indonesia Terancam Krisis Petani Muda*	243,409	5,922	CNN Indonesia
3	*OGAH JADI PETANI | PERADABAN*	158,463	1,254	Watchdoc Image
4	*Pemerintah Ajak Milenial Jadi Petani. Milenialnya Mau, Enggak? | Narasi Newsroom*	15,213	292	Narasi Newsroom
5	*Gen Z Ogah Jadi Petani, Pangan RI Terancam!*	11,230	286	CNBC Indonesia

Source: Processed Data, 2024

With the sampling technique used, five contents were selected according to the criteria that had been determined. The analysis was carried out with netizens' comments extracted with Nethlytic software.

Data analysis using NVIVO software. The extracted data will be imported into NVIVO, a qualitative data analysis software. NVIVO will be used to organize, encode, and analyze data. The first step in data processing is data coding. The data will be indexed using open coding methods to identify emerging themes and patterns. Coding will be carried out in several stages, including initial coding, axial coding, and selective coding. The next step is Thematic Analysis. After the data is encoded, researchers will conduct a thematic analysis to identify and interpret key themes related to factors that affect the decline of generational interest in farming.

RESULTS AND DISCUSSION

A. Results of Qualitative Studies

The results of this study show that many words often appear in comments processed through the word frequency feature in NVIVO. These results explain what factors affect the decline in interest in farming in the younger generation through the comment column. The author took 5 videos containing news and educational content on social media that are often encountered, namely YouTube. The images below are images that contain words that are often discussed in the comment column and presented in the form of word clouds as a result of word frequencies and word of cloud in NVIVO.

Video 1 Video 2 Video 3 Video 4 Video 5

Figure 1. Word cloud
Source: From comments in Youtube video (Authors, 2024)

The trend that became the discussion of netizens in the comment column was also presented in the form of a word-of-frequency table as below.

Table 2. Word of Frequency

No.	Video 1	Video 2	Video 3	Video 4	Video 5
1	farmer	farmer	farmer	farmer	farmer
2	agriculture	price	price	price	agriculture
3	price	harvest	fertilizer	fertilizer	price
4	government	fertilizer	agriculture	government	government
5	fertilizer	agriculture	government	Plant	fertilizer
6	harvest	expensive	land	harvest	harvest
7	expensive	government	expensive	land	expensive
8	land	result	harvest	capital	land
9	plant	import	result	millennial	plant
10	rice	land	country	import	results

B.Coding Results

The results of the coding show six categories of netizens' responses related to the reasons for the decline in interest in farming in the younger generation. The coding is done by categorizing them into three types of responses: neutral, positive, and negatively charged comments regarding price and profit, Government Support, Social and Economic Conditions of Farmers, Technology and Modernization, Food Imports and Agricultural Land.

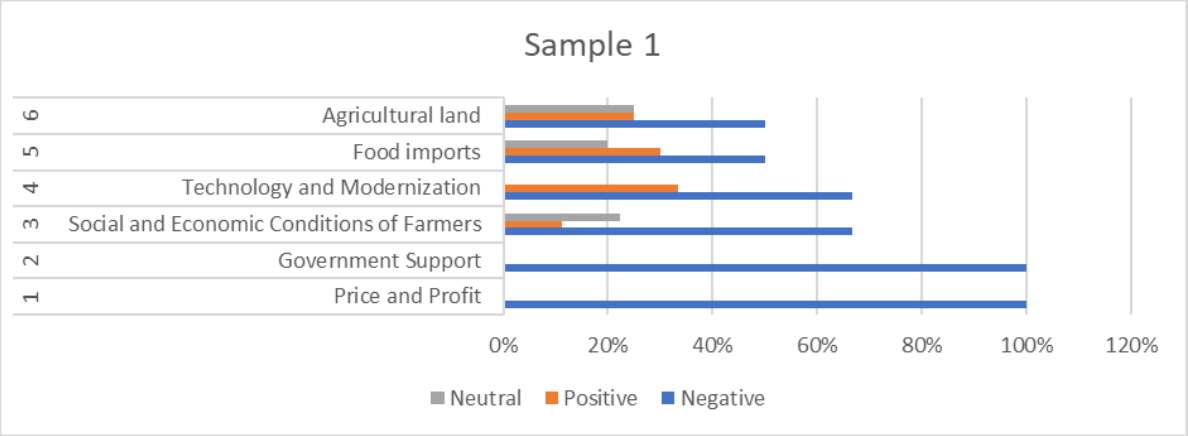

Figure 2. Sample 1
Source: From comments in Youtube video (Authors, 2024)

In the price and profit categories, the entire perception (100%) is negative. Farmers feel that the price they receive for their crops is much lower than the price sold by intermediaries. This causes significant financial losses for farmers, thus triggering a sense of despair, especially among the younger generation (Wibowo 2020). The following is a negative sentiment in the price and inflation categories.

"I am a farmer at the age of 21 years, indeed, the younger generation will not want to become farmers, the price from farmers is sold to middlemen 5 thousand/kilo, middlemen are sold to dealers 15 thousand/kilo, dealers to the market 25 thousand/kilo, how do farmers not lose money, try each harvest cycle is like gtu"

All responses regarding government support (100%) were also negative. Farmers feel that the attention and assistance from the government is inadequate and late. The high cost of agricultural inputs such as fertilizers and pesticides, coupled with the limited availability of subsidized fertilizers, exacerbates the situation. The following is a negative sentiment in the category of government support.

"The government is late in paying attention to farmers…..Try to calculate the price of grain with the high cost of fertilizers and pesticides……Meanwhile, subsidized fertilizers are very limited and the quality and content of fertilizers are still far below non-subsidized fertilizers….So if it's lucky, why become a farmer"

The majority of responses in the category of farmers' social and economic conditions were negative (66.67%), with complaints about financial difficulties and the lack of attractiveness of the farming profession due to low and stagnant prices. A small number (11.11%) feel that the price of grain and fertilizer subsidies are adequate. Meanwhile, some others (22.22%) gave a neutral response, stating that the price was by the quality of the grain. The following are negative sentiments in the category of farmers' social and economic conditions.

"As long as the price of grain remains low, and basic needs are getting higher, it is better to leave the farming profession."

Most of the responses to technology and modernization (66.67%) were negative, indicating that rapid technological developments caused many people to lose their jobs and harmed small communities. However, some feel that technology is very helpful in daily life and makes work easier (33.33%). The following are negative sentiments in the technology and modernization categories.

"Technology that is developing too fast makes many people lose their jobs. This modernization is detrimental to small communities."

Some responses regarding food imports (50%) were negative, indicating that dependence on food imports makes the country vulnerable to fluctuations in international prices and policies of exporting countries. However, (30%) see food imports positively because they provide access to high-quality food that cannot be produced locally. There was also a neutral response (20%) who saw the excess and disadvantage of food imports depending on how the government manages them. The following is a negative sentiment in the food import category.

"Dependence on food imports makes us vulnerable to fluctuations in international prices and the policies of exporting countries."

Half of the responses regarding agricultural land (50%) were negative, worried about the conversion of agricultural land to industrial land which reduces the area for cultivation and threatens food security. Some (25%) see well-managed farmland as a stable source of income for rural communities. Others (25%) gave a neutral response, recognizing the great potential of farmland if managed properly but also seeing potential environmental problems if left unsupervised. The following are negative sentiments regarding agricultural land.

"The conversion of agricultural land to industrial land causes a reduction in the area for cultivation and threatens food security."

From Sample Video 1, there are many negative responses related to prices and profits, government support, and rapid modernization that affect farmers' livelihoods. Responses regarding food and agricultural land imports have been mixed, with some acknowledging the benefits but also highlighting the risks and challenges. The positive sentiment is mainly seen in technological advances and the potential benefits of well-managed farmland.

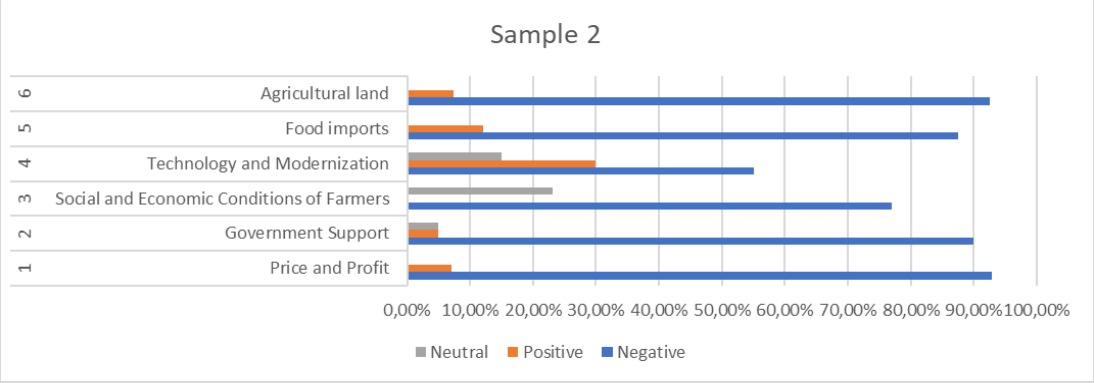

Figure 3. Sample 2
Source: From comments in Youtube video (Authors, 2024)

In the price and profit category, the majority of perceptions (92.90%) are negative. Farmers feel that the price they receive for their crops is very low and not proportional to the cost of production and selling prices in the market. Only a small percentage (7.10%) feel that there are positive aspects related to prices and profits they get. The following is a negative sentiment in the price and inflation categories.

"*The price of rice is cheap... Fertilizer prices are rising. Cheap selling price... UDH sales must be above 10 per cent.*"

Most responses regarding government support (90%) were negative. Farmers feel that the support and attention from the government is very inadequate. Only 5% gave a positive response regarding government support, and another 5% gave a neutral response. The following is a negative sentiment in the category of government support.

"*The government must pay attention to the farmers. The price of cheap grain is balanced with expensive fertilizers, heavy labour, overheating, expensive agricultural drugs, agricultural maintenance, etc. The government must pay attention to small farmers...!*"

The majority of responses in the category of farmers' social and economic conditions were negative (76.90%), with many complaints about poor farmers' social and economic conditions. No positive responses were recorded in this category. However, there were 23.10% neutral responses that may indicate uncertainty or differences of opinion regarding the social and economic conditions of farmers. The following are negative sentiments in the category of farmers' social and economic conditions.

"*Gedean's income is to become a scavenger and beggar. Exceptional*"

Responses regarding technology and modernization are relatively more mixed. Most (55%) are negative, reflecting the difficulties farmers face in accessing and utilizing modern technology. However, there are also 30% positive responses that indicate that technology and modernization can provide benefits to farmers. As many as 15% gave a neutral response. The following are negative sentiments in the category of farmers' social and economic conditions.

Most responses (88%) regarding food imports were negative, indicating that food imports are considered detrimental to local farmers because they have difficulty selling their crops. Only 12% see positive aspects of food imports, for example in terms of better supply availability. The following are negative sentiments regarding food imports.

"*The policy must be clear, remember that Indonesia is the largest importer of rice, fertilizers are expensive, market prices are falling, it is the turn of the harvest, to stabilize market prices, even imports from outside.*"

In the agricultural land category, the majority of responses (92.60%) were negative. Farmers complain of problems such as difficulty accessing land, conversion of agricultural land to industrial land, and high costs of managing land. Only 7.40% gave a positive response, seeing the potential benefits of well-managed agricultural land. The following are negative sentiments regarding agricultural land.

From Sample video 2, the majority of farmers' responses were negative towards almost all categories analyzed, especially related to prices and profits, government support, food imports, and agricultural land. Only in the technology and modernization category did there be a more significant portion of positive responses, indicating that there is hope that technology can help improve the conditions of farmers. Meanwhile, neutral responses were seen more in the categories of farmers' social and economic conditions, indicating a more diverse view or uncertainty among farmers regarding their conditions.

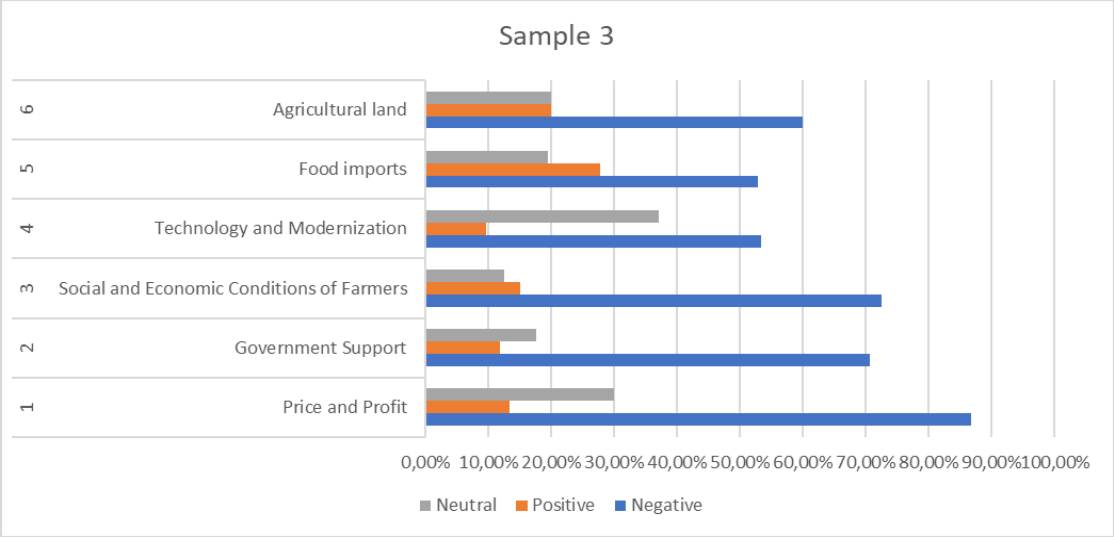

Figure 4. Sample 3
Source: From comments in Youtube video (Authors, 2024)

In the price and profit category, most perceptions (86.67%) are negative. Farmers complained about low rice prices while high rice prices in the market. They also highlighted the low price of livestock at the breeder level but becoming expensive after processing, suggesting the existence of cartel or mafia problems in the distribution chain. However, there was also a slight positive sentiment (13.33%) and a neutral response (30.00%). Here are the negative sentiments regarding prices and profits.

"*The price of cheap rice is expensive, the price of rice is expensive, the price of cattle in cheap cages has become expensive meat, the mafia in the middle of this carpal must be eradicated*"

Most of the responses regarding government support (70.59%) were negative. Farmers feel that the government does not listen to and respond to their complaints so the standard of living of farmers remains low. Several positive (11.76%) and neutral (17.65%) responses showed hope for better government attention. The following are negative sentiments regarding government support.

"*If the elites above hear the complaints of farmers, they must think about how to improve the living standards of farmers.*"

The majority of responses in the category of farmers' social and economic conditions were negative (72.50%), with complaints about financial difficulties and social stigma attached to the farming profession in Indonesia. A small percentage (15%) felt there were positive aspects in their social and economic conditions, while 12.50% gave a neutral response. The following are negative sentiments regarding social and economic conditions.

"*Farmers in Indonesia... like a fool and a poor man... in his environment..*"

Most of the responses regarding technology and modernization (53.40%) were negative, indicating the difficulty of farmers in accessing expensive technology and fertilizers. This causes some farmers to feel that their profession is not promising. However, few positive (9.60%) and neutral (37%) responses showed that technology still has the potential to help if managed properly. Here are the negative sentiments regarding technology and modernization.

"*Fertilizer is difficult. I'm a 35-year-old farmer, so don't be a farmer if you don't want to preserve kere.*"

Some responses regarding food imports (52.78%) were negative, indicating that food imports made it difficult for local farmers to sell their crops. However, 27.78% of positive responses see that imports can help provide sufficient food supplies. There was also a neutral response (19.44%) that acknowledged both sides of food imports. The following are negative sentiments regarding food imports.

"*As a result of being imported, sir, there is a lot of rice, farmers cannot sell it. Because of the rice imports.*"

Half of the responses regarding agricultural land (60%) were negative, worried about the difficulty of farmers in obtaining fertilizers and agricultural medicines due to high costs and scarce supplies. However, there are also positive responses (20%) who see the potential of agricultural land as a stable source of income, as well as neutral responses (20%) who are aware of the potential and challenges that exist. The following are negative sentiments regarding agricultural land.

"*Farmers have difficulty getting fertilizers and agricultural drugs because of high costs and scarcity of supply.*"

From Sample video 3, there are many negative responses related to prices and profits, government support, and farmers' social and economic conditions. Responses related to technology and modernisation, food imports, and farmland have been mixed, with some acknowledging the benefits but also highlighting the risks and challenges. Positive sentiment is mainly seen in the potential benefits of well-managed agricultural land and some positive aspects of food imports.

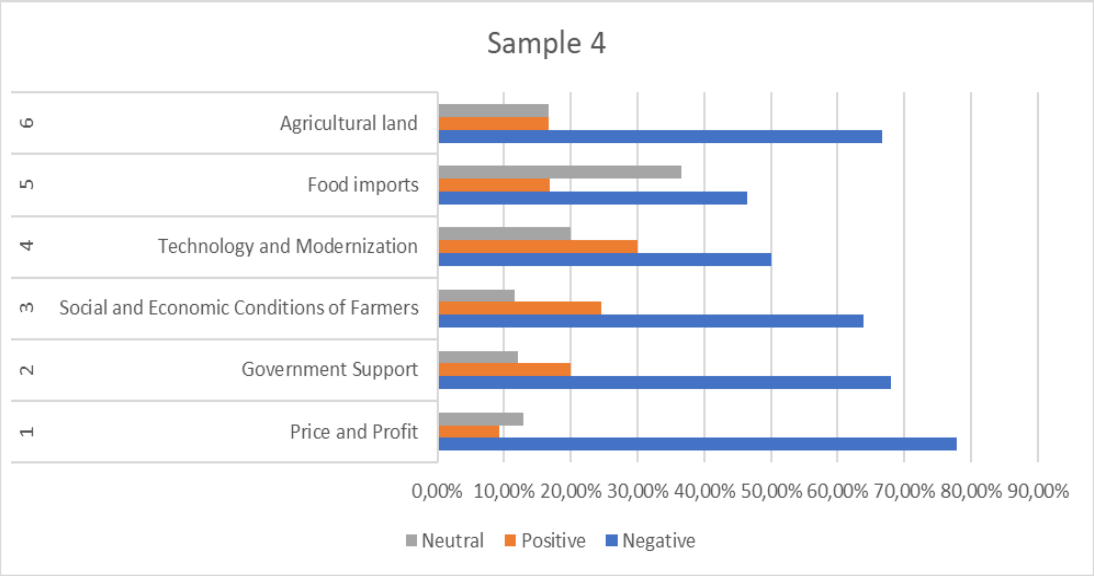

Figure 5. Sample 4
Source: From comments in Youtube video (Authors, 2024)

The majority of responses (77.78%) regarding prices and profits were negative. Farmers feel that the price they receive is not proportional to the cost of production, resulting in financial losses. A small percentage (9.26%) gave a positive response, indicating that there are farmers who may find an advantage in this situation. A total of 12.96% gave a neutral response. Here are the negative sentiments regarding prices and profits.

"*The price of fertilizer is expensive, the running cost is high, the parent in the village cultivating 2 pathok paddy fields only makes a profit of 300 thousand, even then you have to wait 3 months to harvest.*"

Most responses (68%) regarding government support were negative. Farmers feel that the attention and assistance from the government is still inadequate. However, some give a positive response (20%), showing hope that there are efforts from the government that provide benefits. A neutral response of 12% indicates a mixed view of government support. The following are negative sentiments regarding government support.

"*The government doesn't care about the fate of farmers.*"

The majority of responses (63.90%) regarding the social and economic conditions of farmers were negative, indicating the difficulties they face in their daily lives. However, there were 24.60% positive responses that showed that there were farmers who felt that their social and economic conditions were quite good. A neutral response of 11.50% indicates a variety of views. The following are negative sentiments regarding the social and economic conditions of farmers.

"*If it's rice, I don't want to. Subsidized fertilizers are lost. Use regular fertilizer at a price that does not cover.*"

The response regarding technology and modernization is more balanced. As many as 50% are negative, indicating difficulties in accessing and utilizing technology. However, there are 30% positive responses that indicate that technology has benefited them. A total of 20% gave a neutral response, indicating a mixed view of the impact of technology and modernization. Here are the negative sentiments regarding technology and modernization.

"*The adoption of advanced technologies in agriculture often requires large initial investments, which can be a major challenge for smallholders or those just starting.*"

The response regarding food imports showed that 46.50% was negative, indicating that food imports are considered detrimental to local farmers because they have difficulty selling their crops. A total of 16.90% gave a positive response, seeing imports as a way to ensure food availability. A neutral response of 36.60% indicates a mixed view and uncertainty regarding the impact of food imports. The following are negative sentiments regarding food imports.

"*At least don't continue to import, how do you want to be interested in becoming a farmer with expensive fertilizers, cheap crops*"

The majority of responses (66.67%) regarding agricultural land were negative. Farmers complain of problems such as difficulty accessing land, conversion of agricultural land to industrial land, and high costs of managing land. A total of 16.67% gave a positive response, seeing the potential benefits of well-managed agricultural land, while a neutral response of 16.67% also showed a mixed view on this issue. The following are negative sentiments regarding agricultural land.

"*Fertilizer prices that continue to increase and capital that is difficult to access make farmers even more depressed. This is a big problem that needs to be addressed immediately so that farmers don't get caught up in a cycle of debt and losses.*"

From video sample 4, there are many negative responses related to prices and profits, government support, and the social and economic conditions of farmers. However, responses regarding technology and modernisation, as well as food imports, have been more mixed with some acknowledging the benefits but also highlighting the risks and challenges that exist. Positive sentiment is seen in several aspects, especially in the categories of technology and modernization as well as food imports, which shows hope that the situation can improve with proper management.

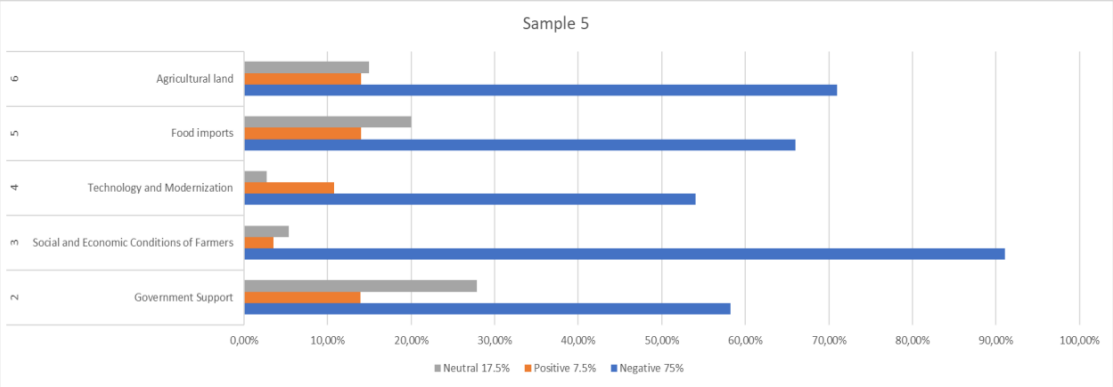

Figure 6. Sample 5
Source: From comments in Youtube video (Authors, 2024)

As many as 75% of responses regarding prices and profits are negative. This shows that the majority of farmers are dissatisfied with the price of the crops they receive, which is considered not proportional to the cost of production (Khairunnisa 2022). As many as 7.5% of the responses were positive, indicating that there was a small percentage of farmers who were satisfied with the prices and profits obtained. A neutral response of 17.5% indicates uncertainty or mixed views on prices and profits. Here are the negative sentiments regarding prices and profits.

"*The price of agricultural products is cheap, modern agricultural tools, fertilizers, etc. are expensive.*"

As many as 58.23% of responses regarding government support were negative. Farmers feel that the attention and assistance from the government is still inadequate. A total of 13.92% of positive responses indicated that some farmers benefited from government support, while 27.85% gave neutral responses, indicating that there were mixed views on government support. The following are negative sentiments regarding government support.

"*The government pays more attention to the lives of farmers, the price of fertilizers is expensive, production costs are expensive, the land has been damaged, and the selling price is very cheap compared to imported products.*"

The majority of responses (91.07%) regarding the social and economic conditions of farmers were negative, indicating that many farmers experienced difficulties in their daily lives and felt that the farming profession did not provide adequate welfare. Only 3.57% of the responses were positive, while 5.36% gave neutral responses. The following are negative sentiments regarding social and economic conditions.

"*If you don't want to be a farmer in the Republic of Indonesia until the end of the world, the profession as a farmer will only be the poorest and poorest coolie worker in the world.*"

As many as 54.05% of responses regarding technology and modernization were negative, indicating that many farmers find it difficult to access and utilize modern technology. There were 10.81% positive responses that showed that some farmers felt the benefits of technology. As many as 2.7% gave a neutral response. Here are the negative sentiments regarding prices and

profits. Here are the negative sentiments regarding technology and modernization.

"*The key is the use of technology, by using technology that supports farming, farming work will be easier and more efficient.*"

As many as 66% of responses regarding food imports were negative, indicating that food imports are considered detrimental to local farmers because they have difficulty selling their crops. A total of 14% of responses were positive, while 20% gave neutral responses, indicating a diverse view of the impact of food imports. The following are negative sentiments regarding food imports.

"*The price of fertilizer is subsidized, the harvest price is stabilized, don't just import.*"

As many as 71% of responses regarding agricultural land are negative. Farmers complain of problems such as difficulty accessing land, conversion of agricultural land to industrial land, and high costs of managing land. A total of 14% responded positively, seeing the potential benefits of well-managed farmland, while 15% gave a neutral response. The following are negative sentiments regarding agricultural land.

"*Why is foreign agriculture more advanced? Because the model is a corporation. Klo in our place is still a traditional agricultural model. With the land getting smaller.*"

From the analysis of sample 5, the majority of farmers' responses were negative towards almost all categories analyzed, especially related to prices and profits, government support, and farmers' social and economic conditions. This shows that many farmers are dissatisfied with the conditions they are currently facing. Significant neutral responses in some categories, such as government support and food imports, indicate mixed views and possibly uncertainty about the impact of these factors. The positive sentiment that has emerged, albeit in small proportions, indicates that there is hope that the situation can improve with proper management and support.

Overall, the majority of farmers' responses were negative towards almost all categories analyzed. The positive sentiment is mainly seen in the potential benefits of technology and modernization as well as several aspects of food imports. However, negative responses dominate, especially regarding prices and profits, government support, and the social and economic conditions of farmers, indicating that many farmers are dissatisfied with the conditions they are currently facing.

Overcoming the problems faced by farmers in East Java requires a holistic and sustainable approach. Increased prices and profits can be achieved by strengthening the supply chain by building a more efficient and direct marketing network between farmers and consumers, as well as the application of agricultural technology that can increase productivity and efficiency (Putri 2020). Product diversification also needs to be encouraged so that farmers do not depend on one type of commodity that is vulnerable to price fluctuations (Hidayat 2022).

Government support is very important in the form of targeted subsidies, continuous training and counselling, and price protection policies that ensure farmers get a reasonable minimum price (Sulistyowati et al. 2023). In addition, the development of rural infrastructure such as roads, irrigation,

and electricity strongly supports agricultural activities and access to markets. Access to low-interest microfinance also needs to be increased for farming capital, as well as strengthening farmer cooperatives to increase farmers' bargaining power.

Increased benefits of technology and modernization can be achieved through the provision of digital platforms that allow farmers to access the latest market information, weather, and agricultural techniques (Martha et al. 2024). Cooperation with the private sector for investment in agricultural technology and modernization of the agricultural sector is also important, as is the improvement of education and research in agriculture (Nofita et al. 2022).

In the aspect of food imports, a balanced import policy needs to be regulated so as not to harm local farmers, with adjustments to quotas and import times according to the local harvest season. Improving the quality of local agricultural products also needs to be encouraged to be able to compete with imported products, including in terms of packaging and branding (Nofita et al. 2022). With this comprehensive approach, it is hoped that various problems faced by farmers in East Java can be overcome and their welfare can increase sustainably.

CONCLUSION AND RECOMMENDATION

This study analyzes netizens' comments about the "Young Farmer Crisis" on YouTube to understand the factors that affect the interest of the younger generation in the agricultural sector in East Java. Using a purposive sampling technique, five videos with more than 10,000 viewers were selected, and the data was analyzed using NVIVO to identify themes and patterns. The results show that the majority of farmers have a very negative view of aspects such as prices, profits, government support, social and economic conditions, as well as technology and modernization, reflecting major challenges in the agricultural sector.

Although there is a slight positive sentiment, concrete actions from the government and related parties are needed to improve the welfare of farmers and food security. Recommendations to address these problems include increasing prices and profits through strengthening supply chains and product diversification, government support in the form of subsidies and price protection policies, rural infrastructure development, increasing access to microfinance, the use of technology and modernization with the help of the private sector, and balanced food import policies. This holistic approach is expected to improve the welfare of farmers in East Java sustainably.

FUTHER STUDY

This research still has delays, so further research is needed on the topic of Netnography of The Young Farmer Crisis: Identifying Factors to Improve Agriculture in East Java in order to enhance this research and provide insights for the readers.

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