

The Birth of Millennial Farmers and Their Role in the Development of Agritourism in Garut Regency

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Abstract

The purpose of this research is to examine the emergence of millennial farmers and their participation in the development of agrotourism in the Agricultural Education Park Area of Garut Village, Paliyan District, Garut Regency. The quantitative phenomenological methodology was used in this study, and data gathering approaches included observation, interviews, documentation, and triangulation validation. According to the findings of the study, millennial farmers in Garut Regency, through the development of agro-tourism in Garut Village, can bring new hope for improvements in the agricultural sector, which has hitherto been oriented toward traditional agriculture. Using technology and information, some millennials are inspired to become farmers. The role of millennial farmers benefits the surrounding farming community, particularly in addressing price challenges on the farm and assisting in the marketing of agricultural products through agro-tourism. On the other hand, the presence of technology and information is significant since it serves as a source of knowledge as well as a means of increasing farmers' income through agricultural cultivation operations and agricultural product marketing. The role of millennial farmers implies being able to boost the revenue of the local community.

Keywords: Millennial farmers, Agrotourism. Innovation In Agriculture

Introduction

The goal of this study is to look at the rise of millennial farmers and their involvement in the development of agrotourism in Garut Village, Paliyan District, Garut Regency's Agricultural Education Park Area. In this study, the quantitative phenomenological methodology was applied, and data collection methods included observation, interviews, documentation, and triangulation validation. According to the study's findings, millennial farmers in Garut Regency can bring new optimism for advances in the agricultural sector, which has hitherto been focused toward conventional agriculture, by developing agro-tourism in Garut Village. Some millennials are being encouraged to become farmers by using technology and information. The participation of millennial farmers benefits the surrounding farming community, especially in tackling price difficulties on the farm and assisting in agricultural product marketing through agro-tourism. The existence of technology and information, on the other hand, is significant since it acts as a source of knowledge as well as a means of enhancing farmers' revenue through agricultural cultivation operations and agricultural product marketing. The involvement of millennial farmers has the potential to increase the local community's revenue. In recent years, the

government has made numerous efforts to renew farmers, one of which is through initiatives developed by the Ministry of Agriculture that stimulate the birth of one million millennial farmers each year (Kementan RI, 2020). In this modern technology era, the term "millennial" refers to the younger generation.

The government's commitment to producing millions of millennial farmers prompted BPPSDMP to establish three characteristics of the millennial farmer generation: millennial farmers are 19-39 years old, have a millennial spirit, are adaptable to digital technology, and, of course, have a business cooperation network (BPPSDMP, 2020). It is hoped that the efforts made by this ministry will help to expedite the development of the agricultural sector, as the percentage of young people working in agriculture has continued to fall nationally, particularly in the previous decade. According to the Central Bureau of Statistics, 29.18% of young people worked in agriculture in 2011, but that proportion will drop to 19.18% by 2021. This data indicates that young people are not very interested in working in agriculture. Meanwhile, according to BPS statistics from 2018, there are 885,077 farmers under the age of 25 out of a total of 33.49 million Indonesian farmers. There were 4.1 million farmers aged 25 to 34 years old. While farmers aged 35 to 44 account for up to 8.17 million persons. The age group that dominates the farming profession is 45-54 years old, which accounts for 9.19 million persons. Meanwhile, farmers aged 55-64 years and over 64 years account for 6.95 million and 4.19 million individuals, respectively (Mahdi, 2022). As an agrarian country, Indonesia faces significant challenges as a result of this situation.

Garut Regency is one of the Yogyakarta Province regencies where the majority of the population work in agriculture. The agriculture industry plays the most important role as a business field in this district, where it may contribute the most to the 2020 ADHB GRDP of 24.67% (Garut, 2021). However, the agricultural industry has not been able to deliver a high added value to the farming community's income, welfare, and career growth. This undoubtedly contributes to the younger generation's lack of enthusiasm in entering the agricultural business. Meanwhile, in terms of education quality, workers in the agricultural sector who did not attend elementary school reached 66.42%, junior high school graduates 16.13%, and high school graduates 14.33% (Garut Regency Government, 2020). Essentially, the level of education and the age of the agricultural workforce are critical in terms of the sustainability of farmer resources that are required to generate high-quality commodities and maximize production.

According to BPS poverty line data compiled in Garut Regency, 17.12% of the population lived below the poverty line in 2018, then reduced to 16.61% in 2019. Meanwhile, the Garut population's poverty rate has risen to 17.07% in 2020. Seeing the graph of the poverty rate over the last three years has pushed the district administration to strive more to reduce the poverty rate, because the D.I. Yogyakarta's government aims to reduce poverty to less than 10% (BPS-Garut, 2021). In general, the high poverty rate in Garut Regency is caused by several factors, one of which is the unfavorable geographical conditions, with the majority (49.49%) of the area having a landscape or land condition in the form of karst (limestone mountains), on the other hand, the community's education level remains low (only at the elementary school level). The function of dry moorland dominates land use in Garut Regency (45.54%), followed by settlements (17.04%) (Garut Regency Government, 2020). This geographical position, which is less favorable / largely dry land, has repercussions for crop productivity numbers, as well as limited revenue, a lack of jobs, and rising urbanization, particularly among young. The amount of young people moving to big cities will undoubtedly generate anxiety, because the role of youth is critical, particularly in this current digital era.

Agricultural problems occur in different locations of Garut Regency, including Garut Village, Paliyan Subdistrict. Garut Village has an area of 371 Ha, which includes 3.9 Ha of paddy fields, 332 Ha of dry land, 20 Ha of plantation land, and 51.45 Ha of land used for public services. Agricultural land dominated by dry land, of course, is an impediment to the agricultural sector since it has an impact on the farming community's poor income. With these limits, it will push residents to urbanize, particularly the youth. The number of young people who choose to work outside the area will undoubtedly constitute a challenge and obstacle to the Garut Village community's economic resiliency. Indeed, the role of young as change agents is greatly anticipated, particularly in terms of the village's economic

development. If a person carries out his rights and obligations in line with his position, he performs out a role (Soekanto, 2012). It motivated some young people to join the millennial farmer organization based on the explanation of the economic challenges in Garut Village. Agritourism is one of the concepts proposed by millennial farmers. It is envisaged that the created concept of agritourism will help to alleviate agricultural challenges in Garut Village. Agritourism operations are projected to create job possibilities and help youth overcome the problem of urbanization.

Agritourism is an activity that uses components of the agricultural sector as a tourist attraction, with the goal of emphasizing the addition of knowledge, travel activities, and linkages between agricultural enterprises (Suriadikusumah, 2014). Meanwhile, Utama and Junaedi (2018) see agritourism as an alternate way to enhance income, maintain survival, and explore the economic possibilities of rural farming communities. It is believed that this agritourism activity would bring significant benefits in further interpreting the importance of the agricultural sector and will also serve as a source of education for urban and rural people. Furthermore, Budiarti et al. (2013) stated that the growth of agritourism can offer chances or job opportunities, hence increasing the added value of the farming community's business. It is also stated that agritourism can help to maintain natural resources, local knowledge, and technology, as well as increase income in the agritourism area.

According to Astuti's (2014) research, agritourism's potential is part of a community-based tourist attraction, where this activity will have an impact on improving the community's economy, which is realized in the form of increased community income, employment opportunities, and business opportunities. Essentially, agritourism can be used as a site of recreation, so that agritourism actors or managers can leverage existing capacity to support tourist attractions, such as the provision of restaurants, lodging, entertainment - entertainment, and locations to sell various agricultural products. According to Budiasa in (Kristiana & Theodora M, 2016), there are two models for agritourism development. First, there is capital-based agritourism. The growth of this agritourism stresses how far the investor's capital ability to read profit chances from agritourism activities can read profit opportunities, so that investors can maximize profit. Second, by utilizing community-based agritourism. This agritourism development implies that members of the community form and administer the agritourism business according to pre-existing rules, with a mutually agreed-upon allocation of tasks and authority. While the resources used for agritourism operations, particularly farmland, will remain the individual property of farmers, each participant may delegate management of their assets to a group or management they choose with a proportional division of earnings.

Lobo et al in (Utama & Junaedi, 2018) discuss the benefits of agrotourism development to local farmers, including: 1) Agritourism can provide chances to raise income and living standards. 2) as an effective way of community education. 3) limiting the flow of urbanization 4) as a promotional medium for a variety of local items, assisting the region in marketing businesses, adding value, and "direct-marketing" Furthermore, (Sutjipta, 2001) emphasized that the concept of agritourism occurs tri partners and tri works of agritourism development, which include the government as a policy maker, farmers as subjects, and the tourism business world as a driver of the people's economy. According to Afandhi (2005), the business world includes State / Regional Owned Enterprises, National Companies, Cooperatives, and Individual Businesses, where the three economic actors' conditions must be built on a whole corporate management pattern with rational capital. He went on to say that the management system can be carried out alone or with cooperation, profit sharing, and other methods that adhere to the principle of mutual benefit for all parties concerned. As a result, it is hoped that this agritourism activity will have an impact on the realization of sustainable agricultural growth. According to Pambudi et al. (2018), progressive methods can be applied by attempting to optimally develop all existing potentials and chances. One of the models discovered to accelerate the speed of farmer regeneration is to raise certain of the farmers' attributes, such as their age, level of education, and external variables. Farmers' education and external variables can be improved by boosting extension efforts and receiving full government assistance (Santoso et al., 2020). Based on the foregoing, it is critical to investigate the phenomenological study of the emergence of millennial farmers and their involvement in the development of agro-tourism in Garut Regency. The urgency of this research stems from the fact that

farmer regeneration in Garut Regency is desperately needed, especially in light of the current industrial period 4.0, which compels farmers to adapt rapidly to technology and information. The findings of this study can be used by policymakers to help strengthen the agricultural sector through the development of agritourism. In terms of the community, particularly millennials, the findings of this study are expected to provide inspiration and motivation to enter the field of agriculture through the use of existing technology and information, one of which is through an agritourism strategy..

Methods

This study was carried out in Garut Village, Paliyan District, Garut Regency, Yogyakarta, from June to September 2021. The selection of this location was made on purpose, with the knowledge that the Agricultural Education Park Area has a millennial farmer group and is developing agritourism. This study employs qualitative research and a phenomenological approach. This qualitative study emphasizes the broad principles that underpin the manifestation of a meaning from the presence of social symptoms in the scope of society (Bungin, 2017). While this phenomenological method focuses on the ability to investigate, comprehend, and interpret the significance of phenomena, events, and their interactions with ordinary people in specific contexts or conditions. Alternatively, this technique can be regarded as a sort of qualitative research that aims to understand the meaning or meaning of an event and the interaction of individuals in a certain scenario (Yusuf, 2013). The use of phenomenological investigations in this study is motivated by researchers' desire to delve deeper into the occurrences encountered by key informants in this study.

The author interviewed 21 people for his investigation. Purposive sampling was employed to choose research informants. The study's informants were classified into two categories: primary informants and important informants. The primary informant is someone who is actively involved in the phenomenon or topic under investigation, such as Millennial Farmers in Garut Village's Taruna Karya Farmer Group. Meanwhile, an additional informant is someone who is asked for additional / supporting information in a study, and this additional informant can come from a variety of sources, including the Garut Village Government, the Garut Regency Agriculture and Food Service, Gapoktan Management, and the surrounding community, all of which are economic actors in the agricultural education park area.

Interviews, observation, and documentation were utilized to obtain data for this study. After collecting the data, the author analyzes it using pattern matchmaking, which is a technique for comparing empirically based patterns with anticipated patterns / through multiple possible predictions (Yin, 2019). While using the data analysis approach, the processes taken in analyzing research data are divided into three. First, there is data reduction, which is defined as the process of picking key items, summarizing them, focusing on the relevant ones, and deleting the unneeded ones. This data reduction is focused on answering the problem formulation: (1) the history of the birth of millennial farmers and their involvement in the development of agro-tourism; and (2) the role of millennial farmers in the development of agro-tourism.

(2) Implications of millennial farmers' participation in raising community revenue; (3) Implications of millennial farmers' role in developing agro-tourism. Second, data on the role of millennial farmers and their implications for enhancing community revenue will be presented. Third, in qualitative research, conclusions are fresh results that have never existed before.

Meanwhile, triangulation is the data validity technique applied in this study. Triangulation is a data validity verification approach that uses something other than the data to check or compare the data (Moleong, 2018). The author employs source triangulation and technique triangulation in data validity techniques. Source triangulation is used to verify the credibility of data by comparing data gathered from diverse data sources. The author employs this strategy to focus the investigation by focusing on important data. For example, when the author investigates data from Mr. Susilo regarding the role of millennial farmers in Garut Village, the author must also ask other millennial farmers, Gapoktan administrators, Field Assistance Extension Workers, the surrounding community, and local village

officials whether what Mr. Susilo has conveyed/explained is correct. Meanwhile, the author employs technical triangulation by obtaining and confirming data from the same source using diverse methods, such as interviews, observation, and documentation studies.

Results and Discussion

A Brief History of the Birth of Millennial Farmers in Garut Village's Taruna Karya Farmer Group

In current industrial era 4.0, performance in agricultural digitalization is largely governed by two factors: the age and education level of the agricultural labor (Ilyas, 2022). Farmers will find it easier to use technology if they have a better degree of education and are younger in age. However, according to BPS 2018 statistics, out of a total of 33.49 million Indonesian farmers, only 885,077 farmers (0.38% of the total number of farmers) are under the age of 25 (Mahdi, 2022). According to the data in Table 1, there are still a small number of millennials who opt to become farmers. According to field statistics, the majority of Garut Village residents work in agriculture, but the area of paddy fields planted by farmers is still quite small, at 3.9 hectares (1% of the total area of Garut Village). Farmers' low income is undoubtedly affected by their small land area.

Tabel 1. Total Population by Livelihood

Livelihood	Total	%
Farmer	2.314	95,8
Others (civil servants, village officials, traders, private sector, etc.)	100	4,2
Total	2.414	100

Source: Garut Village Monography, 2020

According to data on per capita income by business sector in Garut Village, the agricultural industry has a per capita income of IDR 450,000, which is lower than the other sectors. It may be inferred that the agricultural sector employs the bulk of the population, yet it contributes just a small portion of the total per capita income.

The Taruna Karya Farmer Group, created in 2018, is one of the farmer groups in Garut Village. It has been registered at the Garut Regency Agriculture and Food Service Office as a farmer group that cultivates food and horticulture commodities. The majority of the farmers in this farming group are millennials. The millennial farmer generation has three characteristics: they are between the ages of 19 and 39, they have a millennial spirit, they are adaptable to digital technologies, and they have a business cooperation network (BPPSDMP, 2020). According to data on the number of farmer group members, up to 20 people, the farmer group members are above 30 years old. Table 2 shows the age distribution of farmer group members.

Tabel 2. Member Data of Taruna Karya Garut Farmer Group

Age (years)	Total (people)	%
31-45	12	60
46-60	8	40
Jumlah	20	100

Source: Farmer Group Archives, 2019

The Taruna Karya Farmer Group's objective is to house farmers' agricultural products in Garut Village. With this vision, millennial farmers aim to be able to bridge the gap between farmers as producers and purchasers as consumers of agricultural products, particularly in marketing agricultural products, because farmers have experienced marketing challenges. While the millennial farmer group's objective is to promote agricultural products, one of which is through an agro-tourism method.

Some of the roles of millennial farmers include agricultural cultivation of food crops and horticulture, both tillage with tractors, planting, plant maintenance by reducing pesticide use, watering plants with sprinkle sprayers, harvesting, and marketing agricultural products. Agricultural products have been technically marketed both directly and through the use of social media (Facebook, Instagram, Whatsapp, blogs, etc.), mass media, both television and radio stations.

According to a recent study, the provision of reliable internet infrastructure is a critical prerequisite for the development of a global economy that is progressively moving towards the digital era, particularly in developing economies (Schwab, 2019). In addition to implementing technology, the government must also be able to promote and support widespread internet use, one of which is in agriculture. Because digital optimization in agriculture is strongly dependent on the role of the younger generation, it is vital to encourage the younger generation's enthusiasm in order to accelerate digitalization efforts in agriculture. Agriculture, therefore boosting the next generation's enthusiasm in becoming farmers is a key crucial step (Ilyas, 2022). Along with the expansion of agro-tourism activities in Garut Village, extra farmer group members classified as young contribute to each agro-tourism activity.

The occurrence of the birth of millennial farmers in Garut Village, particularly among young people, is due to a number of factors, including the following. First, the findings of various informant interviews suggest that the birth of millennial farmers is based on an assessment of the agricultural results of millennial farming families and surrounding farmers. Mr. Susilo, a millennial farmer and the leader of the Taruna Karya farmer organization, stated:

"The birth of millennial farmers stems from the evaluation of agricultural products that have been happening so far, where farmers are always faced with price and marketing issues that are certainly not profitable for farmers. So far, farmers have been highly dependent on middlemen, who dominate in determining commodity prices."

In addition to what Mr. Susilo stated, Rohmat, as secretary of the farmer organization, indicated that:

"The main reason for joining the farmer group and working as a farmer is based on his concern about the price received by local farmers. The prices received by farmers are not in accordance with their hard work, which has led to the urge to make changes in the agricultural system that is oriented towards agribusiness."

The second reason is that millennial farmers desire to carry on their parents' farming legacy. Almost all of the millennial farmers in Garut Village are farmers' offspring. According to information obtained by the author from various millennial farmers, the parents of 30 farmer group members work as farmers, and they, of course, have agricultural land that must constantly be nurtured to the utmost. As a millennial farmer, Effendy also revealed:

"Before entering agriculture, I had previously migrated to Jakarta. During the pandemic, I was laid off, so I decided to return to live in Garut Village. My parents have farmland, so I decided to work on the farm, continuing my parents as farmers."

Furthermore, additional millennial farmers who are still students are involved in agriculture for various reasons. They are active in agriculture because they want to make use of their spare time at home and, of course, they want to help their parents farm, especially in terms of improving family income. The agritourism method encourages youth participation, particularly in the Garut hamlet. Agritourism attracts a large number of young individuals. Mrs. Ngadiyem, the Field Agricultural Extension Officer who assisted the Garut Village farmer group, stated as follows:

"The involvement of youth in agritourism is quite high, especially when they are very enthusiastic when marketing watermelon with the concept of agritourism, meeting many people, Garut farmers are better known to the wider community, it becomes a passion for them. There is a contribution to increasing income of course."

Agrotourism in Garut Village

The background of the Garut Village agro-tourism begins with the community's concern about village ecotourism activities, especially in the dry season, with limited water, posing a threat to the minimum number of tourist visits. In the dry season, river tracing activities (one of the tourist attractions) are hampered due to the lack of water. So the youth tried to explore the existing potential, by creating an agricultural education park and watermelon picking agro-tourism. Millennial farmers who are members of the Taruna Karya Farmer Group, apart from cultivating horticultural crops, also turn agricultural land into a tourist spot. Through this agro-tourism activity, it shows that the response of tourists is very positive. Tourists who come to the agro-tourism area have the opportunity to see, choose ripe watermelons and pick them, and can be consumed on the spot. As for the price offered, it is quite affordable for tourists, where the price is set from IDR 3500 to IDR 6500 per kilogram. This new breakthrough developed by the local community is recognized to have an impact on improving the community's economy and reopening hopes for the progress of Garut Agro-tourism. Agritourism, which began in 2019, is an initial breakthrough to introduce Garut Village to the wider community. Publication is considered easy to do by millennial farmers, including by gathering mass. The number of labor absorption in agro-tourism activities in the agricultural education park area reaches 30 people, while people who are not directly involved in tourism management are 15 people (i.e. traders - merchants). who are not directly involved in tourism management are 15 people (namely traders in Garut Village).

The Contribution of Millennial Farmers to the Growth of Garut Agritourism

Some activities in the development of agro-tourism in rural areas that are based on local communities are expected to be able to play a role in providing more benefits, not only for the local community, but also for tourists who are present, where tourists who are present can better understand the meaning and importance of agriculture, and tourists will also appreciate the role of the agricultural sector mo

According to the findings of field study and information gathered from various parties/informants, the role of millennial farmers in the development of agro-tourism includes the following:

1) Millennial farmers as agricultural business players with an emphasis on agribusiness agriculture.

Millennial farmers have pioneered the establishment of a farmers' market by renting a typical village land of around 800m² to establish a farmers' market, which will be able to accommodate all agricultural potential in Garut Village, including agricultural cultivation, animal husbandry, and fisheries, allowing farmers in Garut Village to reduce their reliance on middlemen.

2) Millennial farmers can recruit partners from a variety of sources, including the Garut Regional Bank and tourist campaigners.

Furthermore, in addition to technological advancements, farmers use social networks as a medium for promotion (both WhatsApp groups, Facebook, Instagram, Blog), as well as collaboration with several television stations, radio stations, and other mass media, particularly to maintain the existence of millennial farmers and Garut Agro-tourism. On the other hand, with the existence of CV Omah Jamu Pandowo in Garut Village, millennial farmers will partner with th

3) Millennial farmers as tour guides and marketers for agritourism

Millennial farmers help and accommodate agricultural products from farmer groups or farmers personally in Garut Village, in addition to conducting farming businesses both food crop and horticultural cultivation. Millennial farmers, who are said to be responsive to technology and information, are always active in promoting agricultural products at a price that is much higher than the price of middlemen.

4) Millennial farmers can also be said to be agents of change in agricultural product marketing thus far, namely breaking the marketing chain; the new breakthrough chosen by millennial farmers with an agro-tourism approach, related to the price of agricultural commodities, such as watermelon commodities, can in fact be increased.

Obstacles to Agritourism Development Faced by Millennial Farmers

According to the findings of the author's research in Garut Village, there are various barriers that millennial farmers confront when growing agro-tourism, including:

1) The Taruna Karya Farmer Group does not yet have land that can be used for agritourism activities; the land in the Agricultural Education Park, which was inaugurated by the Head of the Garut Regency Agriculture and Food Service and the Head of the Garut Regency Education, Youth, and Sports Service, is privately owned land whose interests are for the farmer's agricultural cultivation;

2) The human resources spirit/millennial farmers who frequently refuse, feel lazy, and are bored while pioneering agritourism.

3) The village government's role in fostering or mentoring millennial farmer groups is underutilized. This is due to the fact that the village government, millennial farmer groups, and all stakeholders in Garut Village have never met to discuss agro-tourism development and sustainability.

4) The relevant OPD, namely the Garut Regency Agriculture and Food Service Office, is still minimal for coaching / mentoring farmer groups, for example, related to assistance in both strengthening human resource capacity and strengthening their institutions; in this case, as an extension of The assistance of BPP Paliyan is still focused on old farmer groups and KWT in Garut Village.

5) Funding, particularly as capital for farming enterprises and agritourism activities, remains limited.

So far, activities have been run on the basis of self-help with group members; there is a grant from the Garut Regional Bank, and even then, because the group made a loan first, the group received Rp 7,000,000 for capital to rent Garut Village treasury land for the location of the farmers' market that the farmers' group will initiate.

Millennial Farmers' Contributions to Agritourism Development

According to the study proposed by Sutjipta (2001), the development of agritourism can run smoothly if it materializes the existence of Tri partners and Tri Works in Agrotourism Development, where the government is positioned as a policy maker, farmers are positioned as subjects, and the tourism business world is positioned as the driving force of the community's economy.

Berdasarkan kajian penelitian sebelumnya terhadap potensi dan permasalahan yang berkaitan With the development of tourism based on agricultural resources (agritourism) proposed by Marwanti (2015), it is necessary to develop a draft model called the Community Empowerment in Developing Agritourism (CEDA) Model. This model consists of three main elements, namely stakeholders, community empowerment, and targeted results. These stakeholders include the government, private sector, and the community. Community empowerment is directed at efforts to increase the intensity and activeness of the community to be involved in developing the potential of agricultural resources as a tourist attraction. So as to overcome some of the obstacles faced by millennial farmers in the development of agritourism, there are several efforts that can be made (adoption of the CEDA model proposed by Marwanti (2015) and the Tri partner & Tri Karya Concept of Agrotourism Development developed by Sutjipta, 2001). developed (Sutjipta, 2001), namely:

1) The need for collaboration between the Millennial Farmers Group and the Garut Village-Owned Enterprises (Bumdesa). It is hoped that through this collaboration, bumdesa will be able to play a role, particularly in capital, providing facilities and infrastructure, and providing village land to be managed by millennial farmer groups, so that later it can also explore the potential that has not been fully realized with millennial farmer groups.

2) The need for village government assistance in the acquisition of agricultural land, particularly as a tourist destination for agritourism activities, as an Agricultural Education Park. Essentially, resources, particularly individually owned land, can be handed over to the management of a group or a determined management party in exchange for proportional profits (Budiasa, 2011).

3) Garut Millennial Farmers' Human Resource Capacity Improvement and Institutional Strengthening: Because the number of millennials interested in agriculture is very limited, it is necessary

to motivate millennial farmers not to leave the region; additionally, additional skills are required in the development of agritourism.

4) Hopefully, in the future, there will be synergy or cooperation between the Agriculture and Food Service Office and other OPDs related to agritourism, including the tourism and cultural offices, to increase added value or community income by making agritourism an alternative tourism in Garut Regency.

5) There needs to be product diversification in the development of agro-tourism; there are additional tourist attractions, for example, with the integration of agricultural tourism and cultural tourism, so that tourists can stay longer in Garut Village.

According to Lobo et al in (Utama & Junaedi, 2018), the benefits of agritourism development for local farmers are as follows: 1) Agritourism can create opportunities for local farmers to increase income and improve living standards. 2) Become a good means of educating the crowd/community. 3) Reduce the flow of urbanization to cities. 4) Agritourism can be a promotional medium for local products, and help regional development in marketing businesses and creativity.

The results of field research show that the role of millennial farmers has a positive impact on increasing community income, particularly farmers. As an illustration of the analysis of watermelon farming, figures show that there is a fairly high price difference when agriculture is developed with the concept of agritourism.

$$TR - TC = Pd$$

$$Pd = 5.000.000 - 2.175.000 \text{ Rp}$$

$$= \text{Rp } 2.825.000,-$$

Where

Pd = Profit

TR stands for total revenue.

Total costs incurred = TC

The following is an examination of watermelon growing with a land area of 1000m² when sold using an agritourism approach:

$$TR - TC = Pd$$

$$\text{Rp } 26,000,000 - \text{Rp } 2,175,000 = Pd$$

$$= \text{Rp } 23,825,000$$

Where

Pd = Profit

TR stands for total revenue.

Total costs incurred = TC

As a result of the difference in income from marketing products through middlemen and agritourism of IDR 21,000,000, it can be determined from the farm business analysis that millennial farmers can contribute to boosting farmers' income.

Youth involved in agritourism also feel an increase in income. The average income from before the existence of agritourism, for students or students may be very pronounced, where before the agritourism activities did not have income, and after the existence of agritourism on average after being involved in agritourism activities (when you want agritourism, in one activity, for example watermelon fruit picking agritourism, youth invest capital later the profits are divided on average per person receiving a range of Rp1,500,000, - up to Rp2,000,000, -. The agritourism activities carried out by millennial farmers are also felt by the farming community and traders around the Agricultural Education Park Agrotourism Area. There are 15 (fifteen) traders who sell at the watermelon picking agro-tourism location, both children's toy sellers, beverage sellers, typical culinary foods of Garut Village, fresh vegetable sellers, and so on. During agro-tourism activities, with many tourists visiting, in a day there are those who make

a profit of IDR 2,000,000, namely the seller of iced tea drinks. Other merchants also feel that their merchandise is sold out every day, except for children's toy sellers.

In managing agro-tourism, millennial farmers do not only focus on increasing their own income, but also collaborate with farmer groups in Garut Village. For example, in terms of marketing watermelon harvests, there are several watermelon fields from surrounding farmers that are purchased by the group at a higher price than being sold to middlemen. In 2019, for example, millennial farmers purchased watermelon commodities on farmers' land at a price of IDR 13,000,000 as opposed to being sold to middlemen.

According to Astuti (2014), where agritourism is well fostered based on the capabilities of the community, it can have an impact on improving the community's economy, in the form of community income, employment opportunities, and business opportunities.

Conclusion

Based on the results of the author's research, it can be concluded that the existence of millennial farmers in Garut Regency is able to provide new hope for changes in the agricultural sector which is still oriented towards traditional agriculture with a lack of attention to the economic aspects of agriculture. The emergence of millennial farmers in Garut Regency is important amidst the lack of jobs. Some millennials are moved to become farmers by utilizing technology and information through the concept of agro-tourism. Millennials who are familiar with technology and information, through their role in agritourism, greatly help the surrounding farming community, especially in overcoming price problems at the farm level and also assist in marketing agricultural products through the concept of agritourism. On the other hand, the existence of technology and information is very important because it is a source of knowledge, a means to increase farmers' income through agricultural cultivation activities and marketing of agricultural products. The implications of the birth of millennial farmers and their role in the development of agro-tourism on improving the community's economy include assisting in the marketing of agricultural products. The economic benefits obtained from agritourism for local communities are able to provide business opportunities, increase employment opportunities, increase income and create equitable distribution of community income in the agritourism area. The birth of millennial farmers has proven to have a very potential role for the development of agritourism. Millennial farmers in playing their role both as tour guides, farmer group administrators, marketing, and so on still need to be facilitated both in increasing human resource capacity and strengthening their institutions. The role of millennial farmers must be balanced with an increase in both facilities and infrastructure that can support the sustainability of agritourism, including the procurement of special land for agricultural education parks. There needs to be synergy between the village government, in this case its economic institution, Bumdesa, and the Taruna Karya Millennial Farmers Group in developing the potential in Garut Village. Bumdesa immediately registers so that it is immediately incorporated, so that the potential of village funds can be allocated for agro-tourism activities. Agritourism in Garut Village can be used as alternative tourism in Garut Regency.

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