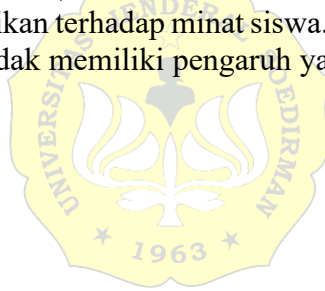


RINGKASAN

Sektor pertanian memiliki peranan penting dalam pembangunan ekonomi sekaligus penopang ketahanan pangan nasional. Namun, rendahnya minat generasi muda untuk bekerja di bidang pertanian menimbulkan tantangan serius bagi upaya regenerasi pertanian di Indonesia. Penelitian ini bertujuan untuk: (1) mengetahui tingkat minat siswa SMK Negeri 1 Cipaku untuk bekerja di bidang pertanian, dan (2) mengetahui pengaruh motivasi, persepsi, pendapatan orang tua, dan lingkungan sosial terhadap minat siswa.

Metode penelitian yang digunakan adalah metode studi kasus dengan pendekatan kuantitatif. Penelitian ini dilaksanakan di SMKN 1 Cipaku, Kabupaten Ciamis, dengan total responden sebanyak 89 responden. Analisis yang digunakan pada penelitian ini adalah: analisis deskriptif dan analisis linear berganda.

Hasil penelitian menunjukkan bahwa: (1) minat siswa SMK Negeri 1 Cipaku pada kategori tinggi sebanyak 47 siswa (53%) dan sangat tinggi sebanyak 29 siswa (33%). Indikator perasaan senang, ketertarikan dan keterlibatan masing-masing memperoleh skor rata-rata pada kategori tinggi. (2) secara simultan, motivasi persepsi, pendapatan orang tua, dan lingkungan sosial berpengaruh signifikan terhadap minat. (3) secara parsial, variabel motivasi dan lingkungan sosial memiliki pengaruh yang positif signifikan terhadap minat siswa. Sebaliknya variabel persepsi dan pendapatan orang tua tidak memiliki pengaruh yang signifikan terhadap minat siswa.



SUMMARY

The agricultural sector plays an important role in economic development and serves as a pillar of national food security. However, the low interest of young generations in working in agriculture poses a serious challenge to the efforts of agricultural regeneration in Indonesia.

This study aims to: (1) examine the level of interest of students at SMK Negeri 1 Cipaku in pursuing careers in agriculture, and (2) analyze the influence of motivation, perception, parental income, and social environment on students' interest. The research method employed is a case study with a quantitative approach. The study was conducted at SMK Negeri 1 Cipaku, Ciamis Regency, with a total of 89 respondents. The data analysis techniques used in this study include descriptive analysis and multiple linear regression analysis.

The results of the study show that: (1) the interest of student at SMK Negeri 1 Cipaku in working in the agricultural sector falls into high category for 47 students (53%) and the very high category for 29 students (33%). The indicators of enjoyment, attraction and involvement each obtained average score within the high category. (2) Simultaneously, motivation, perception, parental income, and social environment significantly influence students' interest. (3) Partially, motivation and social environment have a positive significant effect on students' interest, while perception and parental income do not significantly influence students' interest.

