

RINGKASAN

Sektor pertanian Indonesia menghadapi rendahnya kapasitas kewirausahaan para pelaku usaha tani, terbukti petani di Indonesia masih didominasi berpendidikan rendah. Keterbatasan dalam pendidikan, teknologi, standarisasi produk, kemitraan, dan permodalan membuat petani semakin mendesak, terutama di tengah tantangan perubahan iklim, urbanisasi, dinamika pasar, dan kebutuhan pangan. Kondisi ini menjadikan peningkatan kapasitas kewirausahaan petani muda sebagai faktor kunci untuk memperkuat daya saing dan mendorong transformasi agribisnis yang modern dan berkelanjutan. Penelitian pada petani muda hortikultura di Karangreja, Purbalingga menunjukkan persoalan nyata seperti rendahnya pendidikan, tidak adanya standarisasi produk, minim kemitraan dan akses pupuk subsidi, penggunaan pupuk kimia berlebihan, pendapatan rendah, irigasi tradisional, serta keterbatasan modal. Berbagai masalah ini menggambarkan lemahnya kapasitas kewirausahaan dan rendahnya keberlanjutan usahatani, yang berdampak pada kurang efektifnya kegiatan agribisnis.

Penelitian ini bertujuan menganalisis hubungan antara kapasitas kewirausahaan, keberlanjutan usahatani, dan kegiatan agribisnis, serta menguji pengaruh karakteristik petani, dukungan eksternal, dan peran penyuluh terhadap kapasitas kewirausahaan. Selain itu, penelitian menilai peran moderasi perubahan iklim. Metode yang digunakan adalah *Partial Least Squares–Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa 1) Karakteristik petani, dukungan eksternal dan peran penyuluh berpengaruh signifikan terhadap kapasitas kewirausahaan. 2) Perubahan iklim memoderasi pengaruh karakteristik petani terhadap kapasitas kewirausahaan. 3) Karakteristik petani, dukungan eksternal dan peran penyuluh, kapasitas kewirausahaan berpengaruh signifikan terhadap keberlanjutan usaha tani. 4) Perubahan iklim memoderasi pengaruh kapasitas kewirausahaan dan dukungan eksternal terhadap keberlanjutan usahatani. 5) Kapasitas kewirausahaan, keberlanjutan agribisnis, dan dukungan eksternal berpengaruh signifikan terhadap kegiatan agribisnis.

Temuan penelitian memberikan implikasi bahwa petani muda perlu diperkuat melalui peningkatan kapasitas kewirausahaan, perbaikan pendampingan penyuluh, dukungan eksternal yang lebih tepat sasaran, akses teknologi dan inovasi, penyediaan sarana irigasi yang memadai, serta penerapan praktik pertanian berkelanjutan. Upaya ini dapat mendorong agribisnis yang modern, efisien, adaptif terhadap perubahan iklim, dan berkelanjutan jangka panjang.

Kata Kunci: Kapasitas Kewirausahaan, Keberlanjutan Usahatani Dan Kegiatan Agribisnis, Hortikultura

SUMMARY

Indonesia's agricultural sector faces low entrepreneurial capacity among farming actors, as evidenced by the dominance of farmers with low educational attainment. Limitations in education, technology adoption, product standardization, partnerships, and access to capital have increasingly constrained farmers, particularly amid challenges posed by climate change, urbanization, market dynamics, and rising food demand. Under these conditions, enhancing the entrepreneurial capacity of young farmers becomes a key factor in strengthening competitiveness and driving the transformation toward a modern and sustainable agribusiness sector. A study of young horticultural farmers in Karangreja, Purbalingga, reveals concrete issues, including low educational attainment, absence of product standardization, limited partnerships and access to subsidized fertilizers, excessive use of chemical fertilizers, low income levels, traditional irrigation practices, and restricted capital. These problems illustrate weak entrepreneurial capacity and low farming sustainability, ultimately undermining the effectiveness of agribusiness activities.

This study aims to analyze the relationships among entrepreneurial capacity, farm sustainability, and agribusiness activities, as well as to examine the influence of farmers' characteristics, external support, and the role of extension agents on entrepreneurial capacity. In addition, the study assesses the moderating role of climate change. The method employed is Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings indicate that 1) Farmers' characteristics, external support, and the role of extension agents have a significant effect on entrepreneurial capacity; 2) Climate change moderates the influence of farmers' characteristics on entrepreneurial capacity; 3) Farmers' characteristics, external support, the role of extension agents, and entrepreneurial capacity significantly affect farm sustainability; 4) Climate change moderates the influence of entrepreneurial capacity and external support on farm sustainability; and 5) Entrepreneurial capacity, agribusiness sustainability, and external support have a significant effect on agribusiness activities.

The findings of this study imply that the young farmers needs to be strengthened through the enhancement of entrepreneurial capacity, improved extension support, more targeted external assistance, greater access to technology and innovation, the provision of adequate irrigation facilities, and the adoption of sustainable agricultural practices. These efforts can promote a modern, efficient, climate-adaptive, and long-term sustainable agribusiness sector.

Keywords: *Entrepreneurial Capacity, Farm Sustainability and Agribusiness Activities, Horticulture*