

## CONTRIBUTION OF VILLAGE FARMERS IN SUPPORTING GOLDEN INDONESIA 2045

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### ABSTRACT

The role of farmers, especially those in villages, has an important role in the running of the national economy, but there is a lack of supporting alternatives for the sustainability of the agricultural sector in rural areas. The future of Indonesian agriculture is threatened by the decreasing interest of the younger generation in engaging in agriculture, especially food farming. The Golden Indonesia 2045 generation farmers play an important role in realizing sustainable food through competencies that are in line with the Industrial Revolution 4.0. Indonesia has 84.4 million people who are young people under the age of 18 years. Of that number, 20-30 percent are expected to become Indonesian Golden Generation farmers in 2045 or when the 100th anniversary of the independence of the Republic of Indonesia will be under 40 years old who can create food self-sufficiency for Indonesia. This research is qualitative research with a descriptive approach. Researchers use research data in the form of secondary data obtained from a number of credible sources such as scientific articles, books and a number of other sources that are credible and commonly used in research. These data were analyzed using analytical tools with stages of data collection, data selection, data reduction and drawing conclusions.

**Keywords:** The Role of Millennial Farmers, Golden Indonesia 2045.

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## INTRODUCTION

Agriculture is a strategic sector that has an important role, as a sustainable existence for human life on earth. Agriculture in a broad sense, including food crops, plantations and horticulture, makes a significant contribution to life. And this is also supplemented by the fisheries and livestock sectors as providers of animal protein, as well as biopharmaceutical plants as providers of health needs (Dwinarko, *et.al*, 2023).

Agriculture isn't only a means of fulfilling human food but also a source of livelihood for the majority of the Indonesian population. In the early stages of development, the agricultural sector was the backbone of the economy, because agriculture made a large contribution. One very important agricultural sector is food crops, one of which is rice. Rice plants are plants that will later produce rice, which is one of the staple foods that is considered the most important for society, especially in Indonesia. Almost the entire Indonesian population consumes this staple food to meet their food needs (Setiawan, 2024).

The problem of food security is a global problem that occurs in many countries. The issue of food security is included in the issues discussed in the 2023 Sustainable Development Goals (SDGs), namely ending hunger with food security, achieving better nutrition and supporting sustainable agriculture (Custodio *et al.*, 2023). Food security is a condition where the food needs of the population in a country are met, the indicator of which is the availability of sufficient food, both in quality and quantity, safe, diverse, nutritious, equitable and affordable and does not conflict with the beliefs, religion and culture of the community so that can live a healthy, active and productive life in a sustainable manner. Indicators of food security consist of measuring factors related to the pillars of food security, namely availability, access, utilization and stability (Marmoah, *et.al.*, 2022).

According to Pujiati *et.al.* (2020) Food availability in Indonesia is influenced by the increase in population. As the population increases, the need for food also increases. This becomes a problem if the increase in population isn't balanced by the availability of sufficient food (Rimadianti *et. al.*, 2016). However, if food demand is higher than food availability due to increasing population growth according to BPS, which has reached an average of around 1.49% in the last five years (Marmoah, *et.al.*, 2022). This food problem will cause the government to import food from abroad which will result in an increase in the state budget and will cause many problems for the Indonesian state. Based on the Central Bureau of Statistics of Indonesia for 2023, rice imports throughout 2023 were the largest in the last 5 years, namely 3.06 million tonnes, an increase of 613.61 percent compared to 2022 (CNN, 2023). This number has certainly increased from the previous year. Meanwhile, the desired condition is food security for Indonesia (Marmoah, *et.al.*, 2022).

## **METHODS**

Researchers believe that village farmers, especially millennial farmers, can make a strong contribution in supporting the creation of a Golden Indonesia 2045 with the potential that Indonesia has for the sustainability of Indonesian food. Therefore, this research aims to analyze the role of Village Farmers in Realizing a Golden Indonesia 2045 (Hubeis, 2022). This research is qualitative research with a descriptive approach, namely describing the role of agriculture in supporting the creation of a Golden Indonesia 2045 (Mulyono, 2018). The data used in this research is secondary data that researchers obtained from books, credible websites, scientific articles, and other things that are usually used as reference data from researchers (Fairus, 2020). The data sources were analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions (Rosid, 2024).

## **RESULTS AND DISCUSSION**

### **CONTRIBUTION OF VILLAGE FARMERS IN SUPPORTING GOLDEN INDONESIA 2045**

The farmers, especially those in villages, have an important role in the running of the national economy, but there is a lack of supporting alternatives for the sustainability of the agricultural sector in rural areas. The future of Indonesian agriculture is threatened by the decreasing interest of the younger generation in engaging in agriculture, especially food farming. The decline in the area of privately owned arable land is seen as one of the causes of this reluctance. The village development will be very dependent on productive forces, so that when there are no more young people who want to work on the land, food needs will definitely be supplied from outside (Musriadin, 2020).

The Central Bureau of Statistics (BPS) in 2018 recorded a decline in workers in the agricultural sector. This decline in workers in the agricultural sector has the potential to affect national food commodity production. how could it not be, the decline in national food commodity production is due to the lack of food production levels in Indonesia, this is because the number of farmers today is decreasing compared to the demand for food which continues to increase.

These problems have become a hot topic of discussion for farmers from time to time. Nothing has changed from the discussions that are always discussed regarding the future life issues for a farmer, in fact it isn't just farmers who are always noisy about the sustainability of agriculture in this country. In other words, the government as a regulator always looks for ways and solutions to the various problems it faces. That's what happens in our country, never-ending problems always arise, making people complain (Musriadin, 2020).

Farmers are the determinants of progress in future food security. The Golden Indonesia 2045 generation farmers play an important role in realizing sustainable food through competencies that are in line with the Industrial Revolution 4.0. Indonesia has 84.4 million people who are young people under the age of 18 years. Of that number, 20-30 percent are expected to become Indonesian Golden Generation farmers in 2045 or when the 100th anniversary of the independence of the Republic of Indonesia will be under 40 years old. They will also become superior, advanced, competitive and productive human resources as Indonesia's demographic bonus in 2012-2035 (Hubeis, 2022).

The contribution of these farmers reaches a 50 percent increase in productivity if they are able to implement innovation, facilities and infrastructure properly and correctly and are able to propose legislative and regulatory policies that support sustainable agriculture. In the context of the development of an agrarian country like Indonesia, the ability to provide and prepare food or sustainable food sovereignty is needed which is supported by the development of human resources for creative-innovative farmers with character and a spirit of nationalism. For this, education and institutional strengthening are needed through Millennial Farmer Schools, Village Vocational Schools, and Village Corporations (Revitalization of BUMDes) (Dwinarko, *et. al.*, 2023).

In general, the 2045 Golden Indonesia generation, including in the food and agriculture sector, will be achieved through systematic and comprehensive human resource development which is characterized by : 1.) Superior Civilization, 2.) Comprehensive Intelligence that is productive and innovative, 3.) Peace in social interaction and have strong character, and 4.) Be healthy and healthy in interacting with nature. In this context, millennial farmers are the determinants of future agricultural progress. Regeneration of the workforce as well as innovation creativity, communication and media skills, and the use of digital technology will give birth to independent modern agriculture based on entrepreneurship, productive and sustainable. This can be achieved through a regional zone or commodity sector approach, such as food crops, horticulture, livestock and plantations from upstream to downstream, considering that food needs in the future will increase drastically along with the rate of population growth. However, in reality, workers in the world of agriculture have actually decreased and are still filled by senior farmers aged 45-64 years (Dwinarko, *et. al.*, 2023). Therefore, introducing and mobilizing the Golden Indonesia 2045 generation of farmers is the right choice to regenerate and increase agricultural productivity within the framework of Golden Indonesia 2045.

Sustainability, independence and food security are common focuses that need to be improved to achieve agricultural transformation towards a golden Indonesia 2045. To date, Indonesia has a fairly good score for food affordability, but needs to improve aspects of food availability, quality, and resource resilience and sustainability. natural. For this reason,

the government is encouraging efforts to transform agriculture with inclusive and efficient agricultural development by implementing various policies, such as the development of Closed Loop Horticulture and agricultural economic zones, development of agricultural areas including food crops, horticulture, animal husbandry and fisheries, export-oriented with the CSV partnership model (Creating Shared Value), controlling the conversion of rice fields, as well as KUR (People's Business Credit) as a financing access facility (Laba, 2023).

Horticultural agribusiness is one solution to overcome the problem of mismatch between supply and demand in the horticultural subsector, problems in the horticultural subsector are related to limited marketing access for agricultural products, as well as a mismatch between supply and demand, institutions, assistance, supply chains and processing of agricultural products so that Indonesia it is necessary to utilize the closed loop partnership model of horticulture agribusiness, farmers and consumers can get the same benefits (Laba, 2023).

It is important to apply agricultural sustainability to overcome various serious problems that have occurred, in the last few decades, modern agriculture that is not managed properly can damage the environment, such as soil erosion, water and air pollution, and excessive use of pesticides causing natural enemy insects to die. The right solution to overcome this problem is the sustainable transformation of natural resources aimed at maintaining food production in the long term without damaging the environment.

Increasing production can also be achieved through increasing planting area. Sub-Saharan Africa has the lowest harvested area for grain food commodities in the world, but will contribute a third of the additional calories needed by 2050. In this regard, it is necessary to increase the effectiveness of land and water management. Conservation agriculture, for example by reducing the intensity of tillage, rotating cropping, and using plant straw mulch can increase crop yields. Integrating this technique with agroforestry or intercropping systems can also increase production and prevent environmental damage (Sulaiman *et. al.*, 2018).

United Nations (FAO, 2013). Sustainable and rural development by FAO is management and conservation based on natural resources and the orientation of technological and institutional change in such a way as to ensure the sustainable achievement and satisfaction of human needs for present and future generations (Laba, 2023).

According to Sulaiman *et. al.* (2018) the efforts to create a World Food Barn have the following main starting points and bases:

1. National political policy must be at the forefront, meaning that the government prioritizes the development of food agriculture, especially in providing and facilitating the accessibility of agricultural resources, especially land and production facilities. Therefore,

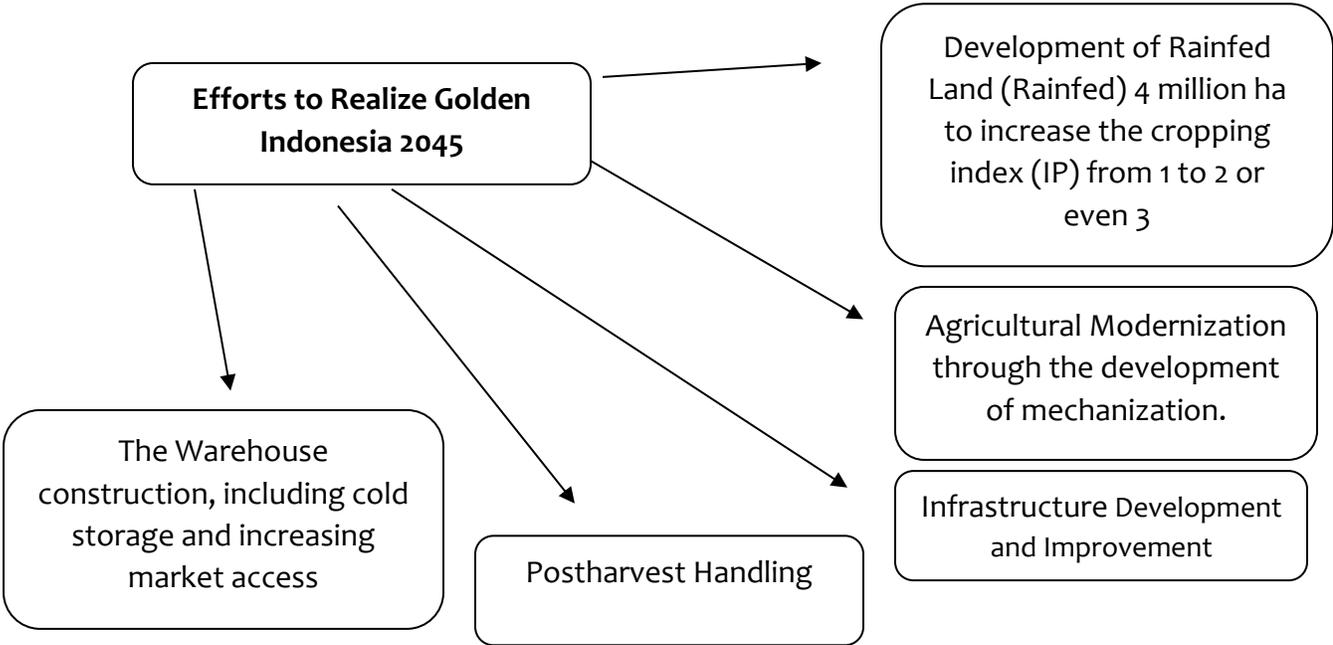
the various efforts undertaken and planned are the government's desire to make agricultural development the main stream of national development.

2. Increasing food production capacity must be balanced or accompanied by increasing farmer welfare. This means that efforts to increase production which are based on increasing productivity and cropping indices must be accompanied by efforts to increase farmers' income and minimize farming costs which cause inefficiency.

3. Accessibility of farmers to land resources through agrarian reform or utilization of abandoned land with capital support and subsidies must be one of the priorities in efforts to increase national food production capacity.

4. The need for a common understanding between parties, especially planners and implementers, both at the central and regional levels, in planning and implementing activities. Strong and synergistic support from relevant ministries and institutions is a necessity in accelerating the implementation of programs and activities to realize the World Food Granary 2045.

**Figure 1. Efforts to Realize Golden Indonesia 2045**



The 2045 World Food Granary Strategic Plan is a macro planning direction and instrument. Details of programs and activities need to be explained further, in line with the Nawa Cita and the National Long Term Development Plan (RPJP). The elaboration of programs and activities requires breakthroughs that are not entirely under the control of the Ministry of Agriculture. The commitment and support of government laws and

regulations that cover this strategic plan provide a basis and direction for the parties in implementing various programs and activities in realizing Indonesia's vision as the World Food Storage in 2045 (Sulaiman, *et.al*, 2018).

## CONCLUSIONS

The researcher believes *sekalogisu* is the first hypothesis in this research if the Green Marketing Strategy variable can have a positive relationship and a significant influence on purchasing decisions because it will be able to attract consumers who care about the environment, the composition of cleanliness is guaranteed, and is different/has its own style compared to the marketing concept other products. In line with this, the first third row of the path coefficient shows that the Green Marketing Strategy variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.018. These results are in line with research (Yulianti.D.R, 2020); (Rahayu, L. M. P., Abdillah, Y., Mawardi, M. K., Administrasi, F. I., 2017) & (Seferan, 2019) which show similar directions and results.

Apart from that, researchers also believe that good emotional desire can strengthen the direction of this relationship because good desire can support consumers to take part in protecting the environment by paying attention to the packaging materials used, product cleanliness, whether the product is hygienic or not, and so on related to environmental sustainability. In line with the statement in the second paragraph, the results of table 3 of the second row of path efficiency show that the Emotional Desire variable can moderate the direction of the relationship between the Green Marketing Strategy variable and Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. More significant than direct testing, namely 0.017. Thus the first and second hypotheses in this research can be proven and accepted.

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