

A STUDY ON DEMOGRAPHICS CHARACTERISTICS ON CAREERS IN THE MODERN AGRICULTURE SECTOR

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ABSTRACT

A person's career path is greatly influenced by their choice of career, and this is especially true for young people. The youth are a nation's most valuable resource. According to the Malaysian Youth Index, which represents 13.88 million of Malaysia's overall population, the youth are a sizable portion of the country's population. A generation with an average age of 55 and older who rely on foreign labour to manage their crops are pioneering Malaysia's agriculture sector. In comparison to other industries, the youth engagement in agriculture is not encouraging and society views the agricultural industry as the second-best option for career choice, behind the manufacturing and public sector. This study's goal is to investigate the influence of demographic factors on young Malaysians' decision to pursue careers in agriculture. This study used questionnaire as a research tool and is quantitative in design. This finding stated that demographic is also a key component that influences young Malaysians' decision to pursue careers in agriculture. As a result, these data clearly show the importance of demographic factors in young people's career choices.

Keywords: Demographics characteristics, careers, modern agriculture, youth

INTRODUCTION

Since agriculture plays a significant role in food production, it is typically seen as the foundation of community life. The agriculture sector is one of the crucial industries that receives attention in international trade since it serves as the primary source of food and raw materials for the global population (Oswald, 2020). However, the demand for labour among young people does not match the necessity for it. The youth population in Malaysia makes up the majority of the population. The youth sector is defined under the Youth Organization and Development Act (Act 668) as being between the ages of 15 and 40.

According to Dimock (2019), the younger generation currently grows up in a high-technology environment, making them more knowledgeable and talented than the preceding generation. Although the demographic trend for this group of young people is increasing, no actual evidence exists to support the involvement of young people in the agricultural sector, according to Magagula and Tsvakirai (2020). According to Zaki, Abdul Rahman and Kushairi (2018), the agricultural industry has issues with the usage of its labour force, which results in ineffective productivity and profit in this area. As a result, this study will examine the demographic traits of young people who are interested in careers in the modern farm sector.

LITERATURE REVIEW

Modern Agriculture

According to Fawole and Ozkan (2019), the modern agricultural system in developing nations is frequently viewed as commercial agriculture that is carried out for profit rather than for self-sufficiency, and utilises cutting-edge technology like fertilisers and agricultural equipment that has the ability to achieve high productivity. Technology is used in agriculture through a research procedure that aids in creating much superior plant breeds and further supports agricultural output (Afzal, 2020). Desa and Choy (2022) claimed that Malaysia's agricultural industry is going

through a transformation process to become more competitive and dynamic, since it supports the nation's economic growth by creating job possibilities.

Youth

According to the Dewan dictionary from 2007, the term *youth* refers to young people in general, including both young men and women. Meanwhile, from the point of view of Malaysia, the National Youth Development Policy (DBN) defines youth as individuals between the ages of 15 and 40. However, the Youth Development Division (1997) claimed that this is not the case.

Demographic

Demographic factors have long been used to forecast occupational demand. According to Cruz-Cárdenas et al. (2019), a demographic analysis entails the entire population or a group that has been selected based on factors like education, religion, race and ethnicity. Demographic agriculture is frequently derived from socioeconomic perspectives (Nor et al., 2018). The background of the population also influences them in their career choices. Based on Azman and Isa (2022), career selection in the palm oil sector is also influenced by family factors.

METHODOLOGY

The research design that has been carried out is a descriptive study in the form of a survey to see the characteristics of the young generation towards careers in the modern agricultural sector. According to Krejcie and Morgan (1970), quantitative research is a statistical method that uses the number of respondents of at least over 10 samples to measure a variable of a study. Based on Hill (1998), a minimum sample size between 30 and 500 is sufficient. According to Krejcie and Morgan (1970), if the population is between 190 and 200, the total number of respondents will be 159. The sample of this study is using a simple sample. For the purpose of this study, 132 questionnaires were distributed through "Google Form".

This study used an online questionnaire to obtain data from respondents. Collecting data from respondents using questionnaires is a quantitative study (Norsyamimi & Mohammad, 2019). This research instrument was developed based on the results of a previous study from Widiyanti, Setyowati and Ardianto (2018). The first part of the questionnaire measures the socio-demographic characteristics of the respondents, while part 2 is questions about the careers in the modern agriculture sector using a 5-point Likert scale. A pilot test was conducted on 30 respondents for students in semesters 4 and 5, aimed to see the respondents' understanding of the questions in the questionnaire. As a result, it was found that the Cronbach's Alpha value obtained was 0.85. According to Bond and Fox (2015), Cronbach's Alpha value between 0.8 and 1.0 is very good.

RESULT

Demographic Responses

Based on the study, the demographic information of the respondents was collected to know the background such as gender, ethnicity and race, and residential area. The following table describes the demographic background of the respondents. Table 1 shows the demographic profile of the respondents, which shows that females are the main respondents in this study, where females are 90 (68%) and males 42 (32%). A large number of respondents is Sarawak bumiputra (48%), followed by Malay (36%), Sabah bumiputra (6%), Chinese (6%) and Indian (4%). The respondents live in the city (61%), rural (30%) and suburbs (8%).

Table 8. 1: Demographic profile of respondents

Demography	Category	Frequency	Percentage (%)
Gender	Male	42	32
	Female	90	68
Ethnicity And Race	Malay	48	36
	Chinese	8	6
	India	4	3

Demography	Category	Frequency	Percentage (%)
Residential area	Sabah	8	6
	Bumiputra		
	Sarawak	64	48
	Bumiputra		
	City	81	61
Family Experience	Suburbs	11	8
	Rural	40	30
	Yes	68	54
	No	57	46

Careers in Agriculture

In order to evaluate agricultural careers, Likert scales with a strongly disagree (5) to strongly agree (1) range were utilised. The averages and standard deviations for the five perception questions are shown in Table 8.2. The findings demonstrate how young people view careers in agriculture. The results show how the respondents perceived a career in agriculture. The respondents provided evidence that agriculture is a financially rewarding profession (mean = 3.77). I would encourage a career in agriculture (mean = 3.15) while Agriculture is a decent job for employer of labour (mean = 3.34) and Career development in agriculture provides motivation in work (mean = 2.91). Overall, the data shows that respondents' perceptions of careers in agriculture are acceptable.

Table 8. 2: Perceptions of career areas in agriculture

Perception	Mean	SD	Decision
Agriculture is a lucrative occupation	3.77	0.86	Agree
Agriculture is a decent job for employer of labour	3.34	0.96	Agree
I would encourage a career in agriculture	3.15	0.75	Agree
Career development in agriculture provides motivation in work	3.02	0.65	Agree

Independent t-test and ANOVA were used to analyse the differences between demographic profile such as gender, age, ethnicity and race, residential area, and family experience. Below are the results of relationship between demographic and career areas in modern agriculture sector.

Table 8. 3: Summary of the hypotheses result

Hypotheses	Statistical Test	Significant Value	Result
H1 : Gender is positively related to career in the modern agriculture sector	Independent sample t-test	P=0.066 (P>0.05)	Not Significant
H2: Ethnicity and race are positively related to career in the modern agriculture sector	Anova	P = 0.033 (P< 0.05)	Significant
H3 : Residential area is positively related to career in the modern agriculture sector	Anova	P = 0.045 (P< 0.05)	Significant
H4 : Family Experience is positively related to career in the modern agriculture sector	Independent sample t-test	P = 0.015 (P< 0.05)	Significant

Based on Table 8.3, an independent sample t-test was conducted to compare the independent variable (gender and family experience) and dependent variable on career areas in agriculture. As the value of p is more than 0.05, there is statistically no significant difference between gender groups on the career areas in agriculture but have significant difference on family experience. Meanwhile, the result test by ANOVA shows that there is also a significant difference between ethnicity and

race, and residential on career areas in agriculture, because the level of significance is below than 0.05, as stated in Table 3 above.

DISCUSSION & CONCLUSION

According to the study's findings, the majority of young people have a positive view on careers in agriculture. Only gender is not significantly different amongst demographic profiles compared to other variables when it comes to a career in agriculture. Therefore, it is advised that all levels of government offer incentives and trainings to promote youth involvement in agriculture. To promote the importance of youth involvement in agriculture, agriculture should also be discussed in schools.

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