



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES BACHELOR OF ADMINISTRATIVE SCIENCE
(HONS.)

A STUDY ON YOUTH INTEREST LEVEL TOWARDS
AGRICULTURE INDUSTRY

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ABSTRACT

This study was conducted to survey on the youth's interest level towards agricultural industry. This study also examined the relationship between the perception and the interest of youth towards agricultural industry. The samples of 100 respondents in several universities and agriculture institute were selected to answer the questionnaire in this research. The result of this study identified that most of the youth were perceive and have a high level of interest towards agriculture industry.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

According to Rubenstein (2003), agriculture can be defined as the deliberate effort to modify a portion of Earth's surface through the cultivation of crops and the raising of livestock for sustenance or economic gain. In addition agriculture also known as the art or science cultivating the ground, including the harvesting of crops, and the rearing and management of livestock, tillage, husbandry and farming. In Malaysia, development of agriculture sector started during late Tun Abdul Razak premiership as prime minister of Malaysia. One of the objectives of New Economic Policy (NEP) during that time was that to develop many plantation sites especially in rural area. One of the government agencies that been established during that time is Federal Land Development Authority (FELDA). Since then, time by time, one of the main sources of national income is from agriculture sector

Government has made many programs in order to maintain the agriculture sector as one of the main source of national income. But nowadays, government face challenges to attract young generation to participate and involve in the agriculture is decrease because of modern style and technology advances. The United Nation defines youth as those whose