

ABSTRACT

Indonesia is an agrarian country with great potential in the agricultural sector, particularly in rice cultivation. However, interest among the younger generation in pursuing farming as a profession continues to decline due to negative stereotypes, land-use conversion, and the dominance of aging farmers. This situation threatens food security in various regions of Indonesia, including Bandung Regency. Therefore, an engaging mobile website-based informational medium has been designed for youth aged 15–21, aiming to raise awareness and encourage participation in the rice farming sector. Using a qualitative method, the results of this study are expected to serve as a foundation for designing an interactive user interface that can help reshape the image of the agricultural sector and promote the regeneration of young farmers in the future.

Keywords: Young farmer regeneration, User interface design, Rice cultivation, Bandung Regen