

## Abstract

---

Rural areas have an important role in the global arena in many ways. Current studies reported villagers are experiencing disadvantages and problems living in rural areas. Poverty and lack of public services have made villagers migrate from rural areas. Rural out-migration can disrupt rural agriculture by creating agricultural labor shortages and induces farmland abandonment, influencing environmental damage and agricultural production disruption. Ultimately, sustainable development goals on poverty alleviation and zero hunger achievements are affected.

The migration process starts with building up the intention to migrate. Scholars concerned about place attachment and internet utilization of prospective migrants. The Internet allows users to overcome distance barriers that affect the flow of information. Place attachment is identified as an important aspect in forming living aspirations. At same time there is distinguishable characteristic of younger and older villagers in term of Internet use, strength of place attachment, and migration intention. further geographical properties is unequal among rural areas. Current evidence is fragmented observing those aspects, especially in developing countries.

This study took place in three villages in Indonesia, where rural out-migration is still a prominent issue. Indonesia is one of the most populous countries in the world, and most Indonesians live in rural areas with diverse rural typologies. Randomly selected rural youth (18-24 years old) participated in this study as respondents. asked to complete a self-administrated questionnaire. To achieve the research objective, this study employed statistical analysis. To investigate the contribution of Internet and place attachment on migration intention, this study employed a structural equation model – partial least square. This analysis allows us to observe interactions between independent and dependent.

The results indicate that information source and place attachment have different impacts on rural youth migration intention depending on rural typology. Information sources and place attachments are predictors of remote rural out-migration intention. This study also shows the specific Internet activities essential (collecting information regarding education facilities in prospective destinations) in forming migration intention among

rural youth, which other researchers have not observed yet. Simultaneously, Internet also contributes to forming place attachments.

Interestingly, stronger place attachment induces migration intention instead of reducing migration intention strength. This novel evidence suggests that economic aspects are still the main predictor of migration. Scholars argue that youth avoid negative perceptions if they keep staying in the village while sustaining their livelihood is necessary. On the other hand, having a strong place attachment during the migration process will help migrant to stay connected to their place of origin. It is beneficial to attract them to return home. In short, Internet and place attachment significantly contribute to the rural youth migration intention build-up process. This study suggested the government promote Internet use in the build-up migration intention stage to increase the risk aversion of migrants and open the possibility of migrants returning home. Rural out-migration will increase in the future. However, the probability of return migration will increase, and the labor shortage will be temporary.