

## RINGKASAN

Partisipasi masyarakat merupakan bagian penting dari pelaksanaan pemberdayaan masyarakat yang umumnya dilaksanakan di tingkat desa. Praktek partisipasi perempuan sebagai bentuk menurunkan ketimpangan gender berkontribusi dalam upaya mempertahankan dan mengembangkan Desa Wisata Cikakak. Tujuan penelitian ini yaitu mendeskripsikan praktek partisipasi perempuan dan menyusun strategi pemberdayaan perempuan di Desa Wisata Cikakak.

Metode penelitian yang digunakan yaitu *mixed method* dengan teknik pengumpulan data melalui penyebaran kuisioner, *Focus Group Discussion* (FGD), wawancara mendalam dan observasi. Responden dan informan yaitu para pelaku partisipasi perempuan terdiri dari PKK, KWT, pokdarwis, paguyuban pedagang dan kepala desa. Metode penelitian *mixed methods* menjadi acuan pelaksanaan penelitian ini yaitu mengkombinasikan penelitian kuantitatif deskriptif dan penelitian kualitatif dengan pendekatan studi kasus.

Hasil penelitian menunjukkan bahwa (1) Partisipasi kaum perempuan dalam proses perencanaan dan pengambilan keputusan, pelaksanaannya masih dalam tataran kuantitatif belum mengarah pada substansinya (2) Partisipasi kaum perempuan berupa bentuk barang, tenaga, keahlian serta uang telah terlaksana namun belum terdistribusi secara merata dari segi kuantitatif, partisipasi tenaga termasuk paling sering pelaksanaannya (3) Praktek partisipasi kaum perempuan telah memberikan manfaat yang beragam dan yang paling dirasakan yaitu bertambahnya wawasan pengetahuan (4) Aspek usia merupakan paling menentukan kuantitas partisipasi perempuan (5) Penetapan Desa Wisata Cikakak oleh pemerintah menjadi unsur pendorong dari luar yang paling menarik partisipasi perempuan. (6) Hasil perhitungan SWOT untuk faktor internal berupa kekuatan (*strength-S*) bernilai 1,92 dan kelemahan (*weakness-W*) bernilai 0,75. Faktor eksternal berupa peluang (*opportunity-O*) bernilai 2,07 dan ancaman (*treath-T*) bernilai 0,70 sehingga posisi tertinggi pada kuadran I yaitu strategi S-O. Strategi yang bisa diterapkan menitikberatkan pada point kelembagaan perempuan, promosi dan produk, alokasi dana dan investasi serta kolaborasi stakeholder.

Kata kunci: Desa wisata, Partisipasi, Pemberdayaan, Gender

## SUMMARY

Community participation is an important part of the implementation of community empowerment which is generally carried out at the village level. The practice of women's participation as a form of reducing gender inequality contributes to efforts to maintain and develop the Cikakak Tourism Village. The purpose of this study is to describe the practice of women's participation and develop strategies for empowering women in Cikakak Tourism Village.

The research method used is a mixed method with data collection techniques through distributing questionnaires, Focus Group Discussion (FGD), in-depth interviews and observation. Respondents and informants, namely women's participation actors consisting of PKK, KWT, Pokdarwis, traders association and village chief. The mixed methods research method became a reference for conducting this research, namely combining descriptive quantitative research and qualitative research with a case study approach.

The results showed that (1) Women's participation in the planning and decision-making process, its implementation is still at the quantitative level and does not lead to its substance (2) Women's participation in the form of goods, labor, expertise and money has been implemented but has not been evenly distributed in terms of Quantitative, staff participation is the most frequently implemented (3) The practice of women's participation has provided various benefits and the most widely felt is increased knowledge insight (4) The age aspect is the most determining quantity of women's participation (5) Determination of Cikakak Tourism Village by the government as an element external drivers that most attract women's participation. (6) The SWOT calculation results for internal factors in the form of strengths (strength-S) are 1.92 and weaknesses (weakness-W) are 0.75. External factors in the form of opportunities (opportunity-O) are 2.07 and threats (treat-T) are 0.70, so the highest position in quadrant I is the SO strategy. Applicable strategies focus on women's institutional points, promotion and products, allocation of funds and investment as well as stakeholder collaboration.

Keywords: Tourism village, Participation, Empowerment, Gender