

ABSTRAK

Penelitian ini bertujuan menganalisis integrasi prinsip pengarusutamaan gender (PUG) dalam implementasi kebijakan BUMDes di Kabupaten Banyumas berdasarkan Perbup Nomor 29 Tahun 2020. Kajian ini penting dan menarik karena meskipun kebijakan BUMDes tidak secara eksplisit menyebutkan PUG, pasal-pasalnyanya memuat nilai kesetaraan dan partisipasi yang membuka peluang bagi peran perempuan dalam pembangunan ekonomi desa. Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, dengan pemilihan informan menggunakan teknik purposive dan snowball sampling. Analisis data dilakukan dengan model interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa secara normatif, Perbup Nomor 29 Tahun 2020 telah memuat semangat kesetaraan yang menekankan pentingnya partisipasi perempuan, dan dalam praktiknya didukung pada inisiatif pemerintah desa masing-masing. BUMDes di Desa Rempoah dan Kalibagor merefleksikan realisasi prinsip *Gender and Development* (GAD) di tingkat lokal. Pada tahap pendirian, perempuan berperan aktif dalam musyawarah desa dan turut memengaruhi arah pengembangan usaha. Dalam kepengurusan, Desa Rempoah menunjukkan tingkat partisipasi yang lebih tinggi melalui keterlibatan perempuan dalam struktur inti dan unit usaha, sedangkan Desa Kalibagor masih didominasi laki-laki namun mulai membuka ruang partisipasi. Pada tahap pengelolaan, perempuan di Rempoah berperan dalam pengambilan keputusan dan peningkatan kapasitas, sedangkan di Kalibagor partisipasinya bersifat dinamis dan diarahkan kembali melalui kegiatan ekonomi berbasis potensi lokal. Temuan penelitian menunjukkan bahwa keterlibatan perempuan dalam BUMDes lebih banyak didorong oleh praktik sosial, kebutuhan operasional, dan inisiatif lokal desa. Partisipasi tersebut cenderung memenuhi kebutuhan gender praktis, belum sepenuhnya mencerminkan PUG yang terintegrasi sebagaimana ditekankan dalam pendekatan *Gender and Development* (GAD).

Kata kunci: Pengarusutamaan Gender, BUMDes, Partisipasi, Banyumas.

ABSTRACT

This study aims to analyze the integration of gender mainstreaming (PUG) principles in the implementation of Village-Owned Enterprises (BUMDes) policies in Banyumas Regency, based on Regent Regulation No. 29 of 2020. This study is significant and interesting because, although the BUMDes policy does not explicitly mention PUG, its articles contain values of equality and participation that open up opportunities for women's roles in village economic development. This research used a qualitative approach with a case study method. Data were obtained through in-depth interviews, observation, and documentation, with informants selected using purposive and snowball sampling techniques. Data analysis was conducted using the Miles and Huberman interactive model. The results show that normatively, Regent Regulation No. 29 of 2020 embodies a spirit of equality that emphasizes the importance of women's participation, and in practice, this is supported by initiatives from the respective village governments. The BUMDes in Rempoah and Kalibagor villages reflect the implementation of Gender and Development (GAD) principles at the local level. During the establishment stage, women play an active role in village deliberations and influence the direction of business development. In terms of management, Rempoah Village demonstrates a higher level of participation through women's involvement in core structures and business units. Kalibagor Village remains male-dominated but is beginning to open up opportunities for participation. In the management phase, women in Rempoah play a role in decision-making and capacity building, while in Kalibagor, their participation is dynamic and redirected through economic activities based on local potential. Research findings indicate that women's involvement in BUMDes is driven primarily by social practices, operational needs, and local village initiatives. This participation tends to address practical gender needs and does not fully reflect the integrated gender mainstreaming (PUG) emphasized in the Gender and Development (GAD) approach.

Keywords: Gender Mainstreaming, BUMDes, Participation, Banyumas