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Suara Perempuan di Balik Ekowisata: Studi Fenomenologis Pengelolaan Ekowisata Berbasis Masyarakat di Kaki Langit Mangunan
Zalzabila, Wahyu Kustiningsih, M.A.
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ABSTRAK

Perkembangan pariwisata pascapandemi memperluas keterlibatan perempuan dalam pengelolaan pariwisata berbasis masyarakat. Namun, peningkatan partisipasi tersebut belum mencerminkan kesetaraan gender secara substantif karena perempuan masih menghadapi keterbatasan akses terhadap posisi strategis dan pengambilan keputusan. Penelitian ini bertujuan menganalisis pengalaman hidup perempuan dalam pengelolaan Ekowisata Kaki Langit Mangunan serta memahami pemaknaan mereka terhadap kesetaraan gender dan negosiasi peran. Penelitian menggunakan metode kualitatif dengan pendekatan fenomenologi sosial di Ekowisata Kaki Langit Mangunan, Bantul, DIY. Informan terdiri atas enam perempuan (*local guide*, pengelola *homestay*, dan kuliner) serta satu informan laki-laki sebagai pendukung. Data dikumpulkan melalui observasi nonpartisipan dan wawancara mendalam semi-terstruktur.

Hasil penelitian menunjukkan perempuan memaknai keterlibatannya tidak hanya untuk manfaat ekonomi, tetapi juga kontribusi bagi pembangunan desa, pelestarian lingkungan, budaya lokal, dan penguatan komunitas. Partisipasi tersebut meningkatkan kapasitas, kepercayaan diri, dan relasi sosial. Namun, keterlibatan perempuan masih terkonsentrasi pada bidang operasional, sementara posisi strategis didominasi laki-laki akibat norma gender setempat dan keterbatasan kepercayaan institusional. Penelitian menyimpulkan bahwa peningkatan partisipasi kuantitatif perempuan belum diikuti oleh redistribusi kekuasaan, akses pengambilan keputusan, dan pengakuan yang setara.

Kata kunci: ekowisata berbasis masyarakat, pengalaman perempuan, kesetaraan gender, fenomenologi sosial, negosiasi peran.

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ABSTRACT

The development of tourism in the post-pandemic era has expanded women's involvement in community-based tourism management. However, increased participation has not necessarily reflected substantive gender equality, as women continue to face limitations in accessing strategic positions and decision-making processes. This study aims to analyze women's lived experiences in managing Kaki Langit Mangunan Ecotourism and to understand how they perceive gender equality and negotiate their roles. This study employed a qualitative method with a social phenomenological approach conducted at Kaki Langit Mangunan Ecotourism, Bantul, Special Region of Yogyakarta, Indonesia. The informants consisted of six women working as local guides, homestay managers, and culinary providers, as well as one male informant who served as a supporting informant. Data were collected through non-participant observation and semi-structured in-depth interviews.

The findings show that women perceive their involvement not only in terms of economic benefits but also as a contribution to village development, environmental conservation, local cultural preservation, and community strengthening. Their participation has enhanced their capacities, self-confidence, and social relationships. However, women's involvement remains largely concentrated in operational activities, while strategic positions are predominantly occupied by men due to prevailing local gender norms and limited institutional trust in women's leadership. This study concludes that the quantitative increase in women's participation has not yet been accompanied by an equitable redistribution of power, access to decision-making, and recognition.

Keywords: community-based ecotourism, women's lived experiences, gender equality, social phenomenology, role negotiation.