

## **Women equity in tourism: Analysis of gender equality in Tukad Bindu tourism objects**

**I Putu Adi Permana Putra <sup>1</sup>**

<sup>1</sup>Public Administration Department, Warmadewa University, Bali, Indonesia;  
[diegho.permana@gmail.com](mailto:diegho.permana@gmail.com)<sup>1</sup>

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### **Abstract**

*Gender exists as a social construction that often positions women as secondary and has become an issue that has attracted quite a lot of public attention. Gender equity and equality must be pursued in social development, especially tourism management and development. This effort is to develop and strengthen the nation's progress in supporting gender equality in every line of life. This study aims to describe and analyze women's participation in the management of the Tukad Bindu tourist attraction and explore the equity and equality obtained by women in tourism development. The methodology used in this research is a qualitative-descriptive approach. The data collection techniques were non-participatory observation, in-depth interviews with key informants, documentation, and a literature study. Informants were determined using a purposive sampling technique. Data analysis was carried out using qualitative data analysis techniques. This research also uses data triangulation techniques to test the validity of the data. The research results show that women have a role and contribution to the management and development of the Tukad Bindu tourist attraction. Women have been given access to participate in public spaces, especially tourism management. However, the access that women have is quite limited, so women's participation and control roles are limited. This reality shows that gender equity and equality are not optimal in community-based tourism due to hegemony, which causes gender bias in tourism development.*

**Keywords:** Women Equity, Gender Equality, Tourism Management

### **Abstrak**

Gender hadir sebagai konstruksi sosial yang kerap memposisikan perempuan sebagai bagian kedua dan menjadi isu yang cukup menyita perhatian publik. Keadilan dan kesetaraan gender menjadi hal yang harus diupayakan dalam



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pembangunan sosial, khususnya pada pengelolaan dan pengembangan pariwisata. Hal ini menjadi upaya dalam pengembangan dan penguatan kemajuan bangsa dalam mendukung kesetaraan gender pada setiap lini kehidupan. Partisipasi perempuan dalam Pembangunan pariwisata sangatlah besar, termasuk juga pariwisata berbasis masyarakat. Akan tetapi keadilan dan kesetaraan gender dalam bidang pariwisata masih menunjukkan ketimpangan. Kajian ini bertujuan untuk menggambarkan dan menganalisis partisipasi perempuan pada pengelolaan objek wisata Tukad Bindu serta menggali keadilan dan kesetaraan yang gender dalam pembangunan pariwisata. Metodelogi yang digunakan pada penelitian ini melalui pendekatan deskriptif kualitatif. Adapun teknik pengumpulan data yang dipilih melalui observasi non-partisipatif, wawancara mendalam bersama informan kunci, dokumentasi, dan studi pustaka. Penentuan informan pada penelitian ini menggunakan teknik *purposive sampling*. Analisis data yang dilakukan melalui teknik analisis data kualitatif. Penelitian ini juga menggunakan teknik triangulasi data dalam melakukan pengujian keabsahan data. Hasil penelitian menunjukkan bahwa perempuan memiliki peran dan kontribusi pada pengelolaan dan pengembangan objek wisata Tukad Bindu. Perempuan telah diberikan akses untuk berpartisipasi pada ruang publik, khususnya pengelolaan objek wisata. Akan tetapi, akses yang dimiliki masih terbatas sehingga partisipasi dan peran kontrol perempuan juga terbatas. Realitas ini menunjukkan belum optimalnya keadilan dan kesetaraan gender dalam bidang pariwisata berbasis masyarakat. Hal ini disebabkan karena adanya hegemoni yang menyebabkan terjadinya bias gender dalam pembangunan pariwisata.

**Kata Kunci:** *Kesetaraan Gender, Keadilan Gender, Pengelolaan Objek Wisata*

## INTRODUCTION

Gender is a social issue that is widely discussed regarding the role, rights, and involvement of women in social structures. According to Sumar in Putra (2023), various interpretations and understandings of society have emerged regarding gender because they see the position of women as being under the power of men (subordination) in the social order. This social phenomenon shows that women have limited access to space and time to play a role in the public sphere, as men do. This limits women, and as a consequence, inequality is born. The portrait of Indonesia's gender situation, according to Nugroho (2011), illustrates that the visible facts related to gender show an imbalance that causes women to be under the domination of men. It also can be seen in the position and role of women of various ethnicities in Indonesia. This shows that men dominate and women are within it. In other words, the positions of women and men are not the same.

Responding to the gender imbalance in Indonesia in the public sphere, the government has made optimal efforts by presenting government products in the form of policies. This is being pursued as a step that can become a juridical basis for the importance of gender issues in various aspects of life. To support the existence of women and their contributions, various policies exist regarding gender, such as the Law of the Republic of Indonesia of 1999 concerning Human Rights; Presidential Instruction Number 9 of 2000 concerning Gender Mainstreaming in National Development; Law of the Minister of Home Affairs concerning General Guidelines for Implementing Gender Mainstreaming in Regions; as well as Regional Policies related to Gender Mainstreaming (PUG). The birth of these public policies becomes a guideline for realizing gender justice and equality to achieve national development.

National development efforts are closely related to human development and social development, so gender is an issue in it. Realizing gender equality, as stated in point five of the Sustainable Development Goals (SDG, 2030), needs to be done together. One step that can be taken involves full and effective participation in women's opportunities to participate in political, economic, social, and community life. This emphasizes that all lines of life will pay attention to elements of gender equality. Strategies for realizing gender equality have been implemented in the political, educational, economic, and social fields to achieve sustainable development. This effort should also be included and launched in other areas of life, such as technology, industry, and tourism. Women's empowerment and tourism are the objects of discussion for UNWTO, especially regarding gender commitment and equality (Bestari & Widhiasthini, 2023). This decade, the tourism sector has become a favorite in various countries. Tourism development in Indonesia is very rapid, marked by the progress and contribution made to the Indonesian economic sector. This sector significantly contributes to economic growth, foreign exchange, Gross Domestic Product (GDP), and employment in Indonesia. As the tourism sector develops, what is the reality of gender in it. Women's involvement in tourism can reduce gender gaps in development (Tristanti et al., 2022).

According to Haslinda (2019), the rapid development of tourism has resulted in a large workforce in the tourism sector, which does not rule out the possibility of many women working in the tourism sector. Theoretically, increasing the role of women has achieved many results and successes, but this recognition is still general (Iqbal, 1994). Psychological empowerment of women positively impacts increasing and maintaining women's self-confidence in their involvement in tourism (Khadijah, 2022). The tourism sector has created

opportunities for women to be involved in various types of tourism businesses, but women are always limited in the public sphere. Tourism in Bali has become a tidal wave that reshapes tradition and modernity; often, the presence of women in tourism remains uncharted (Adnyani, 2023).

In order to explore the reality of what happened, the research locus chosen was the Tukad Bindu tourist attraction. Bindu is a river tourist attraction in Kesiman sub-district, Denpasar City. The local community and government have successfully managed this river to become a site now known as a beautiful and calm river tourist attraction (Putra, 2022). Furthermore, Tukad Bindu has positively impacted the lives of people along the river. The success of river planning with the collaboration of various actors also produces social benefits for the construction and development of the Bindu or Tukad Bindu River. Behind its success, it was found that women still needed to be represented in the organizational structure. Even though the contribution of women in its development and management is very diverse, referring to these conditions, this research tries to explore the reality at the research locus. This study was conducted to describe how gender equity and equality are actualized in managing the Tukad Bindu tourist attraction.

## METHOD

This research uses a qualitative method with a descriptive approach whose main aim is to discover a situation, phenomenon, or event by presenting the condition through depictions or descriptions according to what happened. According to Creswell (2017), qualitative research attempts to create a complex picture of a problem or issue being researched and explained accurately. The primary data needed in this research was obtained through non-participatory field observations, in-depth interviews, and documentation carried out by researchers. Meanwhile, secondary data in this research was obtained through literature studies such as e-books, printed books, journal articles, archival documents, and policies. In qualitative research, the researcher is the human instrument in determining, determining, and selecting the research focus, and the informant is the primary data source (Sugiyono, 2017). Additionally, qualitative research instruments were used while collecting primary data in the field, including interview guides, interview note sheets, cameras, and voice recorders. Data collection techniques were carried out through field observations, documentation, and interviews. Researchers selected informants through purposive sampling techniques, in which he stated that purposive sampling is a technique for determining samples with specific considerations (Sugiyono, 2019). The purposive method means directly selecting samples that

understand and know the research object. The number of informants in this research was 10 people, including the chairman and representatives of the Tukad Bindu Foundation; the Head of Kesiman sub-district, Denpasar City; the Village chief; Management Groups (Women Farmers Group (KWT), MSMEs Group (UMKM), Family Welfare Empowerment Group (PKK) Kesiman sub-district; and Farmers Group. The data analysis technique used is qualitative data analysis. According to Miles, B. Matthew, Huberman, A. Michael, Saldana (2014) explained that qualitative data analysis techniques can be carried out through stages including data collection, data reduction, data display, and conclusion drawing/verification.

## FINDING AND DISCUSSION

Gender equality means equal conditions for women and men to obtain opportunities (Rahayu, Putri, Sulistio, 2019). This has become the basis for human rights approved in sustainable development (Wardhani & Susilowati, 2021). Gender equality is an integral part of the realization of human rights, which includes eliminating discrimination and structural injustice against both men and women (Umriana et al., 2017). According to Fakih (2004), gender equality is a condition and fair treatment of women and men, equal conditions for obtaining opportunities and rights as human beings in political activities, economic, socio-cultural, education, defense, and national security as well as development equality and security. Based on the explanation above, it can be understood that gender equality is a fair and balanced condition in social life as a form of obtaining human rights. Gender equality allows women and men to be involved in social life. The realization of gender equity and equality means no discrimination between women and men, so they have access and opportunities to participate in, and control development, also obtain equal and fair benefits from development. The presence of the concept of gender equity and equality is an effort to resolve various gender inequalities that occur in social life.

Gender Equality in National Development requires the concept of empowerment. In principle, building relationships between men and women requires empowerment for women. According to Nursahbani Katjasungkana (Kagama and Lemhannas National Development Strategy Formulation Team) in Nugroho (2011) stated that there are four indicators of empowerment, including; 1) Access, equal rights in accessing productive resources in the environment; 2) Participation, in utilizing assets or resources; 3) Control, men and women have the same opportunity to exercise control over the use of resources; 4) Benefits, men and women must enjoy using resources or

development equally.

*Gender equality* is an important indicator that needs to be considered in terms of social development. The results of this research try to describe and analyze the contribution of women's roles in managing the Tukad Bindu tourist attraction. Secondary and primary data collected during the research process become the basis for analyzing and interpreting the occurring phenomena. Indicators analyzing of gender equity and equality (KKG) include access, participation, control, and benefits. The research results show the following:

### 1) Access

Access is the first indicator in realizing gender equity and equality. Based on gender equity and equality (KKG), access is essential for women and men to obtain equal opportunities. Several things related to access can include the availability of information provided as an understanding, space or place, and time given to women and men. To see how access given to women and men can be known through describing the findings of data collected in the field.

Based on data findings through observations and interviews, women and men have had equal opportunities and are given access to managing the Tukad Bindu tourist attraction. The results of interviews with informants from the management of the Tukad Bindu Foundation, the Kesiman sub-district head, and community groups stated several forms of access that had been provided, including:

No	Access number available
1	Access to space and opportunities for the Women Farmers Gorup (KWT) in developing farming activities (seeding, planting, and other gardening activities)
2	Access to space and opportunities for community groups in developing small and medium businesses such as food products
3	Access to space and opportunities for community groups in fish farming activities with support from the Government of Denpasar City Fisheries Service
4	Access to space and opportunities for women in activities carried out by the PKK (Family Welfare and Empowerment Organization)
5	Access to arts and cultural performance spaces
6	Playground access for groups of children

Tabel 1. List of Access Availability  
(Source: Research Primary Data)

The availability of access shows that there has been opportunity and space given to all levels of society, both women and men. This has been managed and organized so that it can provide benefits to the surrounding community. It cannot be denied that there are also other findings in the field. This relates to the administrative involvement of women. The interview results with the Chairman of the Tukad Bindu Foundation stated the following.

*"It is true that so far, only a few women have been included in management. Not yet, because the activities are more physical, so it is a pity for the mothers if they have to cut the grass and clean the river. So, we included them as volunteers. If they have time, they are allowed to join; if not, that is no problem (Results of an interview with Mr. A)."*

The statement above shows differences related to the tasks given by nurture theory, which looks at differences in roles and tasks and their contribution to social life. The existence of concern and empathy for women in the management of Tukad Bindu shows that there are differences between women and men. Judging from the nature theory, biological differences provide indications and implications related to different roles and tasks. Women and men have different natures, roles, and tasks.

Access to gender equality is not only in the form of space but also requires social access, such as trust, support, and respect for women. However, this social access has yet to be visible in its entirety. Based on the answers given by informants regarding the condition of women who have quite a lot of responsibilities at home, work, and in society, their involvement is limited. Behind this response is a dominant and authoritative meaning. This finding is a manifestation of ideological practice. According to Gramsci (1968) in Barker (2018), ideology is ideas, meanings, and practices that claim to be a universal truth, so they become a map of meaning supporting certain social groups' power. In line with the views of Wang (2014) in (Nurhaeni et al., 2019), emphasizing the role organizations play in producing and promoting inequality based on race and gender. This can be understood as a manifestation of the regular practice of cultural ideology. The existing assumptions become a culture that seems to be an agreement, which is then expressed and becomes public opinion so that the dominant and authoritative practice in managing the Tukad Bindu tourist attraction was born from a cultural ideology that became the basis for a natural conception.

## 2) Participation

Achieving gender equity and equality in the public sector requires the Participation of both women and men. Participation is an essential aspect of equality. According to Pasaribu (1982) in Tawai and Yusuf (2020), Participation is attention, and contributions given by participating groups, in this case, the community. Participation in gender equality means the community's desire and participation in utilizing their assets and resources. Participation is an essential element in successfully implementing regional policies and development programs. The participation aspect in this research focuses on the involvement of women and men in all ongoing activities. The activities reviewed regarding community participation are related to managing tourist attractions in Tukad Bindu. The results of the interviews show that women's participation is outstanding. The explanation is as follows:

*"When it comes to Participation, it is good, but sometimes we in the KWT group need help gathering all the members to participate in activities. Because some are busy, some are working; some have their activities, and so on. So, we cannot force that (Results of an interview with Mrs. D)."*

*"Yes, that is right. Participation is good, but only if the activities are to be adapted to their respective conditions. Especially now that there is a pandemic and then there are worries about Odalan, work becomes difficult. If you say theory is usually easy, then implementing it is difficult. We cannot force it either because this is a social activity. On the other hand, they also have their jobs, busy schedules, and activities. That sometimes becomes an obstacle in their participation (Results of an interview with Mr. E)."*

The findings in the field show that, overall, community participation in management is actively involved. Participation is also reflected in various activities, such as river clean-up and community activities. However, it can be accepted that women's limited access can also limit the forms of Participation provided. According to Sutarta (2002) in (Tawai & Yusuf, 2020), there are forms of participation, namely: (1) participation in decision-making, (2) participation in plan implementation, (3) participation in enjoying the results, (4) participation in evaluation. Overall, elements of society have participated in utilizing their assets and resources. The management carried out has the hope

that it can provide results and benefits for the environment and surrounding communities. However, the manifestation of women's participation in the management of Tukad Bindu is only visible in implementing activities and benefits. This can be seen as a result of the lack of social access for women and ideologies that grow and develop into gaps in dominant practices in exercising social authority. According to Gramsci (1986) in (Barker, 2018), dominant and authoritative practices produced and maintained by powerful groups over subordinate groups are a process of hegemony. So, this condition makes women powerless to participate fully in the decision-making and evaluation of the management of the Tukad Bindu tourist attraction. Women's participation brings unique perspectives and skills to the tourism industry (Bestari & Widhiasthini, 2023).

### 3) Control

Realizing gender equality in regional development, control is also an aspect that needs to be considered. Control is a form of providing opportunities to utilize existing resources. Women and men are empowered to exercise their rights, make contributions, and have the authority to make decisions. Regarding the control aspect, this research discusses findings related to the opportunities given to women and men in managing the Tukad Bindu tourist attraction. The interview results show the following:

*"Regarding control in the management of Tukad Bindu, it already exists. As you mentioned, in KWT (Women's Farmers Group) is specifically for women there, the focus is on women there. So, they grow vegetables and seeds like that, especially for mothers. So, they have the right and obligation to carry out activities related to farming in Tukad Bindu. They certainly have managed, implemented, and carried out their activities and were directly controlled by women like that (Results of interviews with Mrs. S)."*

*"For control, for example, the KWT (Women's Farmers Group) has the opportunity to regulate its activities and events. The chairman is also a woman. So, in any case, when it is time to plant seeds when to water, and when to distribute the picket schedule, it is regulated by the KWT chairman, and we members carry it out according to what is arranged by the KWT chairman at that time. Meanwhile, we from the PKK have also taken part in various management activities such as taking part in watering, planting, and loosening the soil/land at that time. Yes, the*

*mothers did the work directly. Because the conditions were assisted by a male craftsman because, at that time, the Tukad Bindu land was quite hard, so the male craftsman assisted him; after that, we broke up the soil and arranged it according to the chairman's schedule (Results of an interview with Mrs. R)."*

*"Yes, at the moment the focus was on KWT, including biopic, which is those who own it. There is a women's farmer group; all members are women. Activities carried out include sweeping and cleaning. Then, light activities, such as plant bioprocess and nurseries do all that, so, control has been given to women. Other activities also include plastic waste management, MSMEs, and dance arts. They have done much, not just environmental cleanliness; they have focused. Therefore, the development as opposed to the natural surroundings, their activities remain under the supervision of the Foundation (Results of an interview with Mr. A)."*

Based on research findings during the data collection process, the control and evaluation aspects given to women in management still need to be improved. Men's involvement dominates them. The opportunities and access provided still need to show the form of direct control that women can exert. The interview results show that women can only exercise control over certain aspects. This illustrates the form of control seen only in the activities of women farmer groups (KWT).

The reality depicted is related to aspects of control in management that are not yet optimal for women due to social and environmental conditions. Socio-cultural construction regarding monitoring, evaluating, and expressing opinions in public forums is more suitable for men than women (Nurhaeni et al., 2019). The position of women as volunteers in managing tourist attractions is why this aspect of control cannot be provided optimally. The social conditions and responsibilities that Balinese women bear in household life, work, and traditional activities mean that women cannot be maximally involved in social activities. This finding illustrates that the limited control that women have is a manifestation of the birth of patriarchal ideology. According to Gramsci (1986) in (Barker, 2018), ideology can be understood as a map of meaning that supports the power of certain social groups, rooted in the daily conditions of people's lives. The results of the interviews explain that opportunities always exist. They are given to women, but their control role could be more optimal due to conditions and situations that need to be understood. This allows powerful groups to exercise social authority over

certain groups, known as the hegemony process (Barker, 2018). Patriarchal ideology is a living experience and a systematic device that binds and organizes various social elements and then gives birth to hegemony.

#### 4) Benefits

The final indicator in the Gender Equity and Equality Parameters (KKG) is benefits. Benefits are an important indicator of gender equality to ensure that a policy or program will produce equal outcomes for men and women in the future. There is equal and fair enjoyment of the benefits of rights for himself and his family. Women's rights to enjoy the benefits of their ownership or the results of processing and the development of facilities and infrastructure, the data and information were collected through observation and interviews with informants to determine the benefits women and men felt in managing the Tukad Bindu tourist attraction.

*"We have experienced many benefits; access to activities outside the banjar is easy because the location is close to us. If the PKK (Family Welfare and Empowerment Organization) carries out activities in Tukad Bindu, there are no complaints from faraway places, and the participation of the people who come can also be monitored. So, if we carry out activities at Tukad Bindu, the members' response immediately agrees and is ready (Results of an interview with Mrs. R)."*

*"Yes, we can feel the benefits directly from Tukad Bindu as a place for refreshing and recreation for children. It is free too, and food is also affordable here. We can relax and play here, especially since it is just behind the house. You do not need to go far for a holiday or just to enjoy the air (Results of an interview with Mrs. KS)."*

*"We have experienced many benefits from the arrangement of Tukad Bindu. We, especially in the farmer group, can develop farming activities in the middle of the city, you could say that. We were given a place, trained, and cared for until we became independent, especially in agriculture. We also received support from the Foundation, Village Head, and Government" (Results of an interview with Mrs. D)."*

*"Of course, there are benefits, and we feel like the environment is clean and orderly, and there is guidance and support to make us independent. Yes, sometimes if you are tired and tired, you can go to the river to just sit back and enjoy the view (Results of an interview with Mr. E)."*

Based on the findings, information, and data that have been collected in the field, there are many benefits resulting from management. Women and men can feel the same benefits from the results of the management carried out. The arrangement of Tukad Bindu brings about a lot of social and environmental changes and changes in people's habits to continue to care for and maintain a clean environment. The community's enjoyment of the benefits is visible through the various activities that can be carried out. Enjoying the results and benefits in the last aspect related to justice and gender equality is discussed from findings in the field regarding the management process. The benefits felt by the community are discussed according to reality during the data collection process. Other specific benefits can also be described as follows:

No	Benefits obtained
1	Members can use agricultural products from KWT by marketing them to the local community and visitors to Tukad Bindu
2	Increasing community income through MSMEs on river sides
3	Space for women's groups to carry out various social activities
4	Availability of co-working for the public and visitors
5	Places for sports and cultural arts performances
6	Children's playgrounds and environmental education objects

Tabel 2. Benefits of Tukad Bindu Management

(Source: Research Primary Data)

The overall results of managing the Tukad Bindu tourist attraction can be felt directly by the surrounding community and visitors. From the interviews with informants, it can be said that there is equality and justice in the aspect of enjoying benefits. Informants from community groups also indirectly stated that the arrangements made positively impacted the environment, community life, social conditions, traditions, and culture. The perceived benefits are explained in the Equilibrium Theory (balance), that balanced, harmonious cooperation and relationships between women and men in management have considered contextual issues, namely the arrangement of the Tukad Bindu environment so that the results and benefits obtained can be felt fairly and evenly. If criticized, women's benefits are not equal to men's. When discussing the gender context, women and men have equality in making decisions and are fair in utilizing ecotourism (Wardhani & Susilowati, 2021). If understood more deeply, the unavailability of social access, limited participation, and the controlling role of women also result in suboptimal benefits that women can

feel. Social benefits that women cannot obtain include (1) the opportunity to develop their potential, (2) opportunities for control and innovation in management, and (3) the opportunity to have skills in planning, implementing, and evaluating management.

## CONCLUSION

The results of the research and discussions show that justice and gender equality in managing the Tukad Bindu tourist attraction have been pursued. This is demonstrated by the availability of public access for women to participate in public spaces. However, this is not enough to describe gender equity and equality. Based on data findings in the field, it shows that:

- 1) Women have been given space to develop and manage the Tukad Bindu tourist attraction but have yet to receive full social access. The access in question includes support and appreciation for women in governance;
- 2) Women have participated in the management of Tukad Bindu, but their participation is limited to participation in implementing activities (implementation);
- 3) There are opportunities for control given to women, but the control exercised is limited;
- 4) Both women and men have felt the benefits of managing Tukad Bindu. However, women have not been able to experience social benefits such as developing their personal potential, innovation, and skills in planning, implementing, and evaluating its management and development.

This shows that gender equity and equality are still not optimal in community-based tourism governance. This non-optimality is reflected in the indicators used to analyze gender equality. Therefore, efforts and awareness regarding gender equality in social development need to be made. The presence of women in tourism not only contributes to the economy but also to tourism hospitality, strengthening environmental conservation, tourism industry skills, and balance in ecotourism management.

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