

ABSTRACT

The rapid development of tourism in Lumban Bulbul Village, Toba Regency, especially Lumban Bulbul Beach, has led to many new economic activities, so that job opportunities for women are getting bigger. Empowerment as an important element in ecotourism activities encourages the emergence of women's empowerment. This study aimed to identify women's empowerment based on economic, socio-political, and psychological aspects, as well as to formulate women's empowerment strategies that are in accordance with tourism activities. This research uses mixed methods. Sampling using snowballing for 52 informants and purposive sampling for 9 key persons. The results of the study based on the economic, social, political and psychological aspects of women have shown sufficient value with the highest average empowerment in the psychological aspect of 9.20 and the lowest aspect in the political aspect with a value of 6.17. The women's empowerment strategy consists of 4 aspects, namely economic, institutional, socio-cultural and facilities. The socio-cultural aspect that becomes a priority is the development of human resources by conducting training and coaching for women to improve their competence in the form of understanding the importance of sustainable tourism development

Key words: Women's Empowerment, Gender, Ecotourism, Lumban Bulbul Beach