

## **ABSTRACT**

This study aims to find out how the role of wives of palm oil farmers in Lambur I Village and to determine the right empowerment strategy for wives of palm oil farmers to increase family income. The empowerment strategy is formulated based on 3 aspects, namely economic, socio-cultural and institutional.

This research was conducted using the Mix Methods method by combining 2 qualitative and quantitative approaches in research analysis. The data analysis techniques used are photovoice, in-depth interviews with key person, and descriptive statistical analysis with the help of Atlas-Ti analysis tools. Sampling in the study used snowballing techniques for 50 informants and Purposive sampling for 8 key persons consisting of Academics, Business, Government and Community.

The results of the study show that the wives of palm oil farmers have carried out domestic roles well, from taking care of children, cleaning the house and cooking. And has helped in production roles, including being a betel nut peeler and collecting loose palm oil fruit. In the social aspect/managing community, the wives of palm oil farmers are also always active in activities including participating in aerobic, religious gathering, and social gatherings. Empowerment strategies that can be used to achieve empowerment are seen from 3 approaches, economic, socio-cultural and institutional. The most proposed strategy is from the economic aspect, is the provision of capital which is emphasized 6 times. In the socio-cultural aspect, the most emphasized strategy is increasing ignorance, it's emphasized 3 times and raises the spirit in oneself, emphasized 2 times. Then from the institutional aspect, training is emphasized 4 times and mentoring is emphasized 4 times.

**Keywords:** Women Empowerment, Palm Oil Farmer Wives, Increasing Family Income