

ABSTRACT

This research has purposes to figure out how big is the impact of women empowerment which has been running in Indrayanti beach as one of preeminent destination in Gunungkidul district, based on 4 dimensions consisting of economy, social, politic and psychological dimensions. It is also to know some supporting factors and resistance in order to improve the women empowerment and strategies a long with the transaction costs in implementing the women empowerment In Indrayanti Beach.

The research was conducted using Mix Methods by combining 2 qualitative and quantitative approaches in analyzing the research. The sample collection in research used snowballing for 48 informants and purposive sampling for 15 key persons who are from Academics, Business, Government, and Community.

The result of the research showed that the improvement of women empowerment in Indrayanti Beach is pretty good with the highest average score in economy dimension is 7,64, and the lowest average score in politic dimension is 5,82, social dimension has 6,81 average score, and psychology dimension has 7,47 average score. There are 7 supporting factors and 8 resistant factors in women empowerment in Indrayanti Beach. The empowerment strategies are viewed from 4 approaches, they are economy, institution, socio-culture and procurement. The estimated transaction cost of implementing the strategy is divided into 2 scenarios with the total of the entire scenario is Rp 144.970.000.00. The proportion of the first scenario implementation is Rp 77.700.000.00 and the second scenario is Rp 67.270.000.00.

Key words: women empowerment, gender, transaction cost, Gunugkidul.