**Women’s Roles in Ecological Cultural Innovation in “Wit Tanda Tresna”: A Study in the Society of Plunturan Ponorogo**

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***Abstract***

This research aims to illuminate the crucial role women play in fostering social transformation through “Wit Tanda Tresna” ecological cultural innovation. The study explores the unique perspectives, knowledge sets, and leadership styles women bring to cultural innovation initiatives, contributing to a more holistic understanding of this transformative process. Environmental degradation disproportionately impacts women, particularly those in marginalized communities. Empowering women in cultural innovation is not just about social justice, but also about harnessing their inherent connection to nature and fostering more effective solutions. The research employs a mixed-methods approach. In-depth case studies examine communities actively engaged in “Wit Tanda Tresna” cultural innovation in Plunturan Ponorogo, focusing on women's specific contributions. Participatory action research allows women to co-create knowledge, ensuring their voices are central to the analysis. Additionally, quantitative surveys gather broader data on women's participation and leadership in cultural initiatives. The research highlights the positive correlation between women's leadership in cultural innovation and the effectiveness and sustainability of these initiatives. When women are empowered to participate fully, ecological cultural innovation becomes more inclusive, fostering a deeper connection between cultural values and environmental well-being. The research reveals a multifaceted picture of women's roles in ecological cultural innovation. Women often act as knowledge keepers and hold deep ecological knowledge passed down through generations, crucial for developing sustainable practices. Women in Plunturan also play as innovators and adapters in new cultural innovation technologies, and tailoring them to local contexts. Women is also community organizers that mobilize communities, fostering collaboration and participation in “Wit Tanda Tresna” cultural innovation projects. They also act as stewards of resources that responsible for resource management within households, women are strong advocates for sustainable practices. This study underscores the urgent need to support women as leaders and innovators in cultural innovation. By harnessing their unique strengths and knowledge, we can build a more equitable and sustainable future for all.

***Keywords: Women, Innovation, Environment, Resource, Ecology***