

ABSTRAK

Desa Wisata Pulewulung merupakan salah satu desa wisata yang terletak di Kelurahan Bangunkerto, Kecamatan Turi, Kabupaten Sleman. Desa Wisata Pulewulung merupakan salah satu desa dengan potensi pemandangan alam yang masih asri dan sebagai produsen salak pondoh yang menjadi ciri khas daerah tersebut. Desa Wisata Pulewulung merupakan salah satu desa wisata yang beprestasi di Kabupaten Sleman, hal tersebut terbukti pada Bulan November tahun 2018 memperoleh penghargaan ISTA (*Indonesia Sustainable Tourism Awards*) dari Kementerian Pariwisata Republik Indonesia. Selain itu Desa Wisata Pulewulung mendapatkan kategori desa tumbuh dalam festival desa wisata 2018 oleh Pemerintah Kabupaten Sleman. Desa Wisata Pulewulung merintis desa wisata melalui wisata alam, air, kuliner dan sejarah. Tujuan dari penelitian ini adalah untuk mengetahui dampak dari kegiatan *Community Based Tourism* terhadap ekonomi, lingkungan dan sosial di Desa Wisata Pulewulung, mengetahui bagaimana strategi peningkatan dampak positif *Community Based Tourism* (CBT) terhadap ekonomi, sosial dan lingkungan. Penelitian ini menggunakan metode analisis SWOT (*Strenght, Weakness, Opportunity, and Threat*) dengan teknik pengumpulan data menggunakan kuesioner, wawancara dan observasi, sehingga dapat dikenali kekuatan dan kelemahan desa serta untuk melihat peluang dan ancaman yang dihadapi. Berdasarkan hasil analisis yang diperoleh, dapat disimpulkan bahwa Desa Wisata Pulewulung memiliki dampak positif dan negative dari sisi ekonomi, sosial dan lingkungan selain itu pengelola Desa Wisata Pulewulung harus memiliki rencana pengembangan destinasi wisata, meningkatkan variasi atraksi pariwisata, meningkatkan promosi destinasi wisata dan produk unggulan, memberikan pelatihan bagi masyarakat dalam pengelolaan desa wisata dan pengolahan variasi produk unggulan, memperluas kerjasama baik dengan pemerintah daerah maupun pihak swasta untuk memasarkan produk unggulan dan melibatkan masyarakat dalam manajemen pariwisata.

Kata kunci: CBT, Desa Wisata, Pariwisata, SWOT

ABSTRACT

Pulewulung Tourism Village is one of the tourist villages located in the Bangunkerto Village, Turi District, Sleman Regency. Pulewulung Tourism Village is one of the villages with the potential for natural scenery that is still beautiful and as a producer of pondoh bark which is a characteristic of the area. Pulewulung Tourism Village is one of the most prestigious tourist villages in Sleman Regency, this is evident in November 2018, the ISTA (Indonesia Tourism Awards) was obtained from the Ministry of Tourism of the Republic of Indonesia. In addition, Pulewulung Tourism Village gets a growing category of villages in the 2018 tourism village festival by the Government of Sleman Regency. Pulewulung Tourism Village pioneered the tourism village through natural, air, culinary and historical tours. The purpose of this study was to find out the discussion of Community-Based Tourism activities on the economy, Environment and social in Pulewulung Tourism Village, to find out how the strategy of increasing Community-Based Tourism (CBT) to the economy, social and environment. This research uses SWOT analysis methods (Strengths, Weaknesses, Opportunities, and Threats) with data collection techniques using questionnaires, interviews and observations, so that the village's strengths and weaknesses can be identified and to see opportunities and challenges needed. Based on the results of the analysis obtained, it can be concluded that Pulewulung Tourism Village has a positive and negative view from an economic, social and environmental perspective besides that Pulewulung Tourism Village managers must have a plan to develop tourist destinations, increase tourism variations, improve promotion of tourist destinations and superior products, provide training for the community in the management of villages and managing variations of superior products, discussed cooperation with local governments or the private sector to market superior products and involve the community in tourism management.

Keywords: CBT, SWOT, Tourism, Tourism Village