

PULEWULUNG TOURISM VILLAGE

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Why Pulewulung village?

This small area is located on the southern slope of Merapi, within the area of Bangunkerto in Turi District, Sleman regency. It is 17 kilometers north of Yogyakarta and easy accessed by vehicle and motorcycles via road Kaliurang, road Magelang and road Monjali. This place for ten years ago was famous for pondoh salak farming. The name of this place, Pulewulung cannot be separated from the story of the existence of a black Pule tree that was once planted and grew in this place. This tree was mostly used by the people as medicine. When people (family members) were sick, its skin or stem was taken and mixed with some ingredients as medicine to drink or rub on. So, for such reasons the black tree died. The last Pule to be seen to the place was in 2010 after it was eaten by old, fell and died after being cruised by volcanic ash from the Merapi eruption. Pule trees can reach 40 meters high. The leaves are glossy green with a paler underside. They are fingers with a total of three to ten leaves and a petiole 3cm long. The flowers bloom in October and have a sweet fragrance. Pule seeds are oblong and hairy. The bark is odorless but has a very bitter taste, with a fair amount of sap.



As stated previously, the place before was just the farms of Salak trees and nothing was put into serious as the package of tourism as it is seen nowadays. In 2010 the development of the potential area as tourist village started and now the management decided to do research on how replant the Pule tree. Though it was not possible to get the similar species of black pule as that of previous time, yet they got to plant the white Pulewulung tree. This was done as the sign of love to the ancestral land and the future of water resource conservation as well as the tourist charm that is unique to that region.

In 2017 the village started officially to manage tourism activities as the center of Community-Based Tourism (CBT) whereby there are about 20 hectares of Salak farms with fruits. The farmers harvest them and pack them ready for selling. The advantage of this community for the farmers is that it helps them to get the market. They are assured to sell their Salak in the good prices. They normally sell in the internal market also they export to Netherlands and China. This has employed 171 people from 60 families.

What is there?

After Pulewulung village was developed as the tourist village, the government supports the village by doing of the following: offering some training to the local people and chance for them to exhibit the Salak and their processed goods to national or international exhibitions freely; promoting the place (from the department of tourism and creative industries) and rebuilding of the roads and other facilities that will facilitate the tourists visit the Salak farms and experience the activities as well. Walking in the Salak farm is one of the activities that tourists can experience and be involved with the residents.



So, the following are some of the activities be assured to do when you are at the Pulewulung place.

Pick your own Zalacca

You are welcome to pick and eat snake fruits (Zalacca or Salak) directly in the production garden and accompanied by a guiding gardener who will enrich you with the knowledge of snake fruit cultivation, how to peel and eat them, so fun. It takes around three years from small plantation to the first harvesting round. Per year each tree can be harvested four to five times, making the five to six kilograms per year. At Pulewulung as Desa Wisata, the farmers cultivate three types of Zalacca, namely Super Salak, Honey Salak and Ivory Salak. The common salak is the super, which has thicker skin that help them to stay long in the market about two weeks since harvested. The Honey Salak and Ivory Salak are cultivated as well though they have been introduced to the garden in current years. These species have good prices in the market, ranging from Rp 12,000 to Rp 15000 per kilogram compared to Super Salak with the range of Rp 6000 to Rp 7000 per kilogram. Visiting the places will give you a chance of experiencing the originality of Salak directly from the Salak tree and eat. Don't plan to miss such sense of originality and eat the fruit while getting knowledge from competent gardener.

"Choose and pick your own zalacca" is an unforgettable experience



So, normally the agriculture service demonstration plot for research and other studies for Salak pondoh are done by Margomulyo Farmers Group.

Camping Service and Homestay

Do you think of camping with your family or friends? It is not a problem since Peluwulung tourism village has a good ground arena that can accommodate around 250 people (tourists) at once. There is also an outbound area which can accommodate 300-400 people to 3-4 in one day in one day. The place has around 24 toilet rooms for the people who will visit and for the

camping ones moreover there is a service of free WIFI for those who camp and the people who visit at the center of information. This will help to share the experiences with friends directly from the destinations.

A wonderful thing from this village is that it offers a home stay experience. Those in small groups can be given rooms in one of the community houses, whereby you are treated as family member while following all activities that family does. This is quite good for the students and researchers who are planning to carry their studies in village issues or on agriculture activities especially on Salak farms. No worry about security. The destination is community-based tourism, meaning all the people to that village know the benefits of the activities thus they are also responsible for tourists' security and the security of the destination as whole. Everyone is the peacemaker and peace maintainer over there. Moreover, they treat the tourists as their community members with love and care as you can see on the pictures.



River Crossing Activities (River Trekking)

Another potential activity that can be enjoyed is river crossing activities, enjoying the gurgling of clear water between rocks, cliffs, and views around the Salak plantations. The visitors can enjoy the trekking route along the river by lingering on the banks of the river, which is so beautiful, cool, and natural. The river route is clear, and some facilities have been made to

make forgettable experiences for the tourists. While walking in the river you can experience and see some cases, especially the GOA JAMAL cave (meaning the wood's cave of Jamal) at the end of the route, in which amazing stories are there. One of the interesting things is, Mr. Jamal was going in and out of the cave through climbing the tree and not stars as it is normally expected.



Other Wonderful Products and Services

Apart from the Salak fruits, which is the famous thing in this small tourism village, there are also products which are so delicious after processing them from Salak. There is women group under family *ceria* makes *ondeh ondeh*, *geplak*, *wajik*, crackers and others many as the products of salah. So when you visit this place, it is a lucky because you eat Salak as fruits and their processed products and sometimes you can be involved in the activities of processing them.

In summary, the idea of having community-based tourism was purposely to allow the inhabitants to be tour guides and provide the services to the visitors. That is the most important thing to note. For that reason, we expect the community will receive many visitors from different places either from inside the country or worldwide. So, to ensure that the main role is touched, we would recommend that the tourism department in Indonesia to help and emphasize the inhabitants to get the tour guide workshops on how to handle and satisfy the visitors. On top of that, the department also need to give them a short courses of basic English, not necessary to all but few of them. Thus, they are capable to serve the businessmen or visitors who will visit at the community but do not know Bahasa Indonesia. Having many things to attract and promote people to visit it, is one thing, but being capable to serve them is another thing very important to note. So, this might increase the confidence especially to those groups of women like *Family Ceria*, which processes Salak fruits into goods and park them. Willingly, they will be ready to sell and interact with anyone in the market, hence increase their family income.

