Social Interaction Between Mountaineers And Climbing Guides In Enhancing Mountain Safety Awareness

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Abstract. Mountain climbing is becoming increasingly popular as a recreational and adventure activity, but this trend is accompanied by an increased risk of accidents due to a lack of safety awareness. This study aims to examine the communication patterns used by the climbing community and trail managers in an effort to raise awareness of the importance of safety in climbing areas. The approach used is descriptive qualitative, with data collection techniques including interviews, observations, and document analysis. The Activity, Interaction, Sentiment (AIS) theory is used as the analytical framework, focusing on three aspects: activity, interaction, and sentiment. The research findings indicate that group communication strategies are carried out in three main stages. First, activity, which includes hiking briefings, education about risks, and checks on equipment and logistics. Second, interaction, which involves the exchange of information among members regarding hiking trails, weather conditions, and emergency procedures, including the use of nonverbal signals such as whistles and hand signals. Third, sentiment, which refers to personal experiences, trauma, and emotional support that reinforce awareness of the importance of safety. This study concludes that effective communication plays a crucial role in shaping a culture of safety and shared responsibility among hikers. Synergy between the climbing community and trail managers, supported by technology and good interpersonal communication, is a key factor in creating a safe, orderly, and sustainable climbing environment.

Keywords: Communication strategy, mountain climbing community, mountain safety, social interaction.

1 Introduction

Mountain climbing was originally an activity for self-conquest undertaken by the leisure class, a group of people who had the luxury of enjoying life through closeness to nature.(MacCannell, 2016) Over time, mountain climbing has evolved into a form of adventure undertaken by nature-loving communities. To participate in this activity, community members are required to have certain skills and meet specific criteria. Various nature-loving organizations often utilize mountainous areas and their ecosystems as venues for outdoor education and training for their members. For those with a spirit of adventure and a love for nature, mountain climbing is often seen as a way of

life to better understand the meaning of life or to discover one's true self. (Abdullah, 2022)

Changes in mountain climbing trends have begun to emerge alongside the growing popularity of extreme sports such as jungle tracking and vertical running. Climbing activities are no longer limited to nature enthusiasts but are also undertaken by athletes from these two sports disciplines. Unlike the approach of nature enthusiasts, athletes focus on reaching the summit and descending as quickly as possible. This situation poses risks of getting lost or experien cing accidents in the forest or mountains, which often occur. Limited knowledge about hiking trails and hiking management may be the primary cause, as individual hikers' lack of knowledge and skills can increase the risk of mountain hiking accidents. (Higuchi, 2021)

Subsequent developments were marked by the opening of access to national parks, including those located in mountainous areas, for nature tourism activities. Initially, these activities were classified as part of special interest tourism and adventure tourism. At this stage, mountain climbing as part of special interest or adventure tourism did not pose many problems. This is because special interest tourism involves educational elements, appreciation of nature, broadening of horizons, and an adventurous spirit (Abdullah, 2022) However, mountain-focused tourism is now increasingly popular and widely recognized as mountain climbing tourism.

In Indonesia, the trend of mountain climbing tourism began to gain popularity among young people and the general public toward the end of 2012 and has continued to this day. One of the main factors driving this surge in interest is the film "5 cm," which tells the story of a group of friends climbing Mount Semeru and successfully attracted millions of viewers. The film successfully inspired people to enjoy the beauty of mountainous landscapes (Rizal, 2014). Unfortunately, many of them lacked the knowledge and skills gained from mountain climbing activities, yet they still followed in the footsteps of the film's characters—who had never climbed before—and successfully reached the highest peak on Java Island. In 2017, approximately 68,242 hikers, or an average of 228 hikers per day, were recorded at Gunung Gede Pangrango National Park, Meanwhile, in 2018, around 170,000 people were recorded as having climbed four popular mountains in Central Java: Mount Andong, Mount Prau, Mount Merbabu, and Mount Slamet (Sabila & Evi Yulia Purwanti, 2019). In 2024, visitor density even caused long queues and congestion on the hiking trails, especially during holidays or due to the aesthetic appeal of these mountains. This trend-driven hiking phenomenon has also raised concerns due to the high number of casualties caused by negligence, as well as violations of hiking ethics that have led to pollution and environmental damage in the national park area.

As part of the amenities in mountain climbing tourism activities, there are now many stalls located at almost every post along the climbing route. The skills and knowledge of surviving in the forest during the climb seem to be considered no longer important by hikers. With just money, hikers can buy food and drinks during the trip. This phenomenon may increase the potential for land degradation and waste accumulation along the hiking trail. (Weber, 2006)

The importance of community management is a crucial element in the context of hiking, especially because building and maintaining an active and healthy community

is essential for hiking activities. With the right strategies and additional learning, hiking management can monitor hiking activities comfortably and safely, thereby enhancing safety awareness among hikers, educating them about proper techniques and preparation, and reducing the risk of accidents. (Mariah, 2010)

Community management also facilitates coordination between hikers and local communities, ensures safety rules are followed, and enables swift responses to emergency situations. Additionally, community management plays a role in maintaining good relationships between stakeholders and ensuring the sustainability of mountain environments, thereby creating a safe and comfortable atmosphere for all. Community management can enhance member engagement, loyalty, and support, as well as strengthen connections between all parties and the community. Despite the challenges, the benefits of effective community management are significant, including increased participation, peer-to-peer support, and improved reputation. With a wise and adaptive approach, community management can bring long-term success to the community and the environment.(Daniel, 2022)

Mountain climbing is an extreme activity that often involves high risks, including accidents that can result in fatalities. Data on mountain climbing accidents show that in 2023 and 2024, there were many cases of deaths and missing hikers, often caused by negligence on the part of groups and individuals regarding mountain safety. These cases highlight the need for effective communication and safety strategies within the mountain climbing community (Santi Arian, 2024)

These incidents underscore the importance of implementing mountain safety measures to protect hikers. Given the extreme terrain and high potential for hazards such as bad weather, landslides, or injuries, proper safety measures are essential. By addressing various factors, hikers can reduce accidents, ensuring everyone is prepared to face challenges and act quickly in emergencies. Overall, mountain safety is a key factor for success and survival in every climb.

Based on the above background, this research is important to understand group communication strategies within the mountain climbing community to enhance mountain safety. Therefore, this study is aimed at exploring and thoroughly examining various forms of communication strategies that have developed and been implemented within the mountain climbing community. The primary focus of this study is to understand how these group communication patterns are established and carried out to foster harmony, coordination, and vigilance among its members. Additionally, the results of this study are expected to contribute valuable insights to the broader community regarding more effective group communication models. Thus, these findings are anticipated to serve as a reference in designing communication strategies that can reduce the potential risk of accidents on hiking trails and strengthen efforts to enhance safety for hikers.

2   Literature Review

Mountain climbing is one of the outdoor activities that has been around since ancient times and continues to this day, serving as an exploratory activity for communities in

the modern era of progress. Mountain climbing can be undertaken by individuals or groups, and this activity requires thorough preparation to avoid unwanted incidents such as injuries or other careless mistakes.

Mountain climbing often involves various individuals with the same goal: reaching the summit and enjoying the natural scenery. However, behind the excitement lies the challenge of coordination, safety, and maintaining relationships among community members and managers. Therefore, the researcher conducted a study on the communication strategies employed by managers and the community, as effective communication is crucial in the context of mountain climbing, particularly in terms of information management, coordination, and risk mitigation.

The research conducted by Harry Hermawan, titled "The Influence of Tourist Attractions, Safety, and Tourism Facilities on Satisfaction and Their Impact on Tourist Loyalty," using the Community-Based Tourism (CBT) theory and Control Attribution Theory in the analysis of ecotourism development and tourist satisfaction. The CBT theory was developed by Suansri in 2003. It is applied to understand tourism management involving local communities, while the Control Attribution Theory is used to analyze the factors influencing tourist satisfaction and loyalty.

This study aims to explore how tourist loyalty can be formed through the factors of tourist attraction, safety, and supporting facilities (amenities), with satisfaction as an intermediary variable, in the Community-Based Tourism Development Model in the Nglanggeran Ancient Volcano Tourist Village. The analysis in this study was conducted using the path method with a Partial Least Square (PLS) approach. The results of the study reveal that tourist attraction has a dominant positive influence on tourist loyalty through satisfaction as an intermediary variable. Meanwhile, safety and amenities do not show a significant impact on tourist loyalty. Therefore, this study recommends improving the quality of tourist attractions as the primary step in building tourist loyalty. (Hermawan, 2017)

Another study was conducted by Nur Laili Kumalasari, titled "Information-seeking behavior among novice hikers in Surabaya," using Raijo Savolainen's Everyday Life Information Seeking (ELIS) theory and a qualitative method with an ethnographic approach to examine the habits of novice hikers in Surabaya. This approach allows for an in-depth analysis of behavior, social interactions, and systems within the mountain climbing community. The study aims to understand the preparation process, information source selection, and problem-solving methods employed by novice hikers within the community. The research concludes that novice hikers have habits in seeking information related to equipment, physical preparation, and diverse information sources. There are two types of novice hikers: "optimistic novice hikers" who are stable and proactive in seeking information, and "pessimistic novice hikers" who are less stable and more reliant on others' instructions. This study highlights the importance of physical preparation, budget management, and support from experienced hikers. It is hoped that this study can serve as a reference for further research. (Laili Kumalasari, 2019)

The research written by Farid Prasetyo Manggala Putra, Puji Setyaningsih, and Danang Ari Santoso, entitled "Analysis of Physical Preparation for Climbing Mount Ijen and Mount Ranti in Banyuwangi Regency," uses descriptive statistical theory to

analyze data by explaining or describing the data that has been collected. Data presentation is done in the form of tables, graphs, or diagrams, and uses specific quantitative research methods that are descriptive in nature. This method was chosen to study a specific population or sample through data collection using research instruments and quantitative or statistical data analysis. This study concludes that proper physical preparation is crucial for mountain climbing, particularly for Mount Ijen and Mount Ranti in Banyuwangi Regency. While public awareness of the need for physical preparation before climbing is adequate, especially regarding physical activity and aerobic endurance, awareness of the importance of anaerobic endurance preparation remains insufficient. This study emphasizes the importance of aerobic and anaerobic exercises to enhance hikers' physical readiness, with a focus on maintaining physical fitness through activities such as walking, running, and cycling, accompanied by proper nutrition and adequate rest periods. (Prasetyo Manggala Putra et al., 2020)

Another study conducted by Wahidha Yuono titled "Designing a Signage System for Climbing Mount Lawu 3,265 MDPL via the Cemoro Sewu Route" This study uses a theory about colors that simplifies the colors found in nature into four groups: primary, secondary, tertiary, and neutral colors, and employs an observational method, where observations are made of the Mount Lawu Hiking Tourist Attraction to determine its actual condition. This observation involves focused attention on events, phenomena, or elements that can serve as visual references for the design. The study aims to design a sign system that enhances hiking safety on Mount Lawu, particularly along the Cemoro Sewu route. By developing a safety campaign that includes visual identity, icons, and infographics, this research hopes to reduce the risk of accidents and environmental damage, as well as increase hikers' awareness of safety and environmental conservation. (Yuono et al., 2023)

The research written by Ikhwan Idris entitled "Hypothermia Awareness Campaign for hikers in the Mount Gede Pangrang National Park Area" uses persuasion theory, specifically the Health Belief Model, which explains the conditions necessary for behavioral change to occur. The method used in this research is qualitative data collection. The steps taken in data collection include literature review, observation, and interviews. The literature review was conducted by collecting data and information from theoretical books and journals related to the research topic. Observations were conducted through direct observation of the design object, namely Gunung Gede Pangrango National Park. The purpose of this study was to design a hypothermia response campaign for hikers in the Gunung Gede Pangrango National Park area. This campaign aims to provide information and knowledge to hikers about the dangers of hypothermia, with the hope of reducing the number of casualties caused by this condition. (Idris et al., 2014)

Compared to the literature reviewed above, this study differs in its use of a new theory, namely the Activity, Interaction, Sentiment (AIS) theory proposed by George C. Homans (1910–1989). Additionally, this study places greater emphasis on the communication strategies employed by the community, park management, and hikers to enhance mountain safety. In this study, the indicators are Activity, Interaction, and Sentiment. The scope of this theory in relation to mountain climbing (Activity) or activities refers to actions taken by members of the hiker community to achieve com-

mon goals, such as climbing, planning trips, and implementing safety procedures. According to Homans' theory, good group activities occur when members contribute positively to achieving group goals, in this case, safety during climbing.

Interaction refers to the reciprocal relationships that develop between group members, which influence communication patterns within the group. In the mountaineering community, Homans' theory explains that this interaction can increase each member's sense of involvement and responsibility in maintaining safety. Sentiment refers to the emotional feelings or attitudes that develop between group members, which influence the stability and harmony of the group.

3 Research Method

This study uses a descriptive qualitative method to describe the communication strategies used by mountain climbing communities to raise awareness of mountain safety. This approach is used to understand the phenomenon in depth from the participants' perspective. The study focuses on the communication strategies employed by managers and the community, including group communication methods such as verbal and non-verbal communication, and the impact of communication on enhancing safety awareness among mountain climbing members. This process involves analyzing and validating data using a thematic analysis approach, by reading and understanding interview transcripts and observation notes, and identifying key themes, such as communication patterns and the communication media used. To ensure data validity, source triangulation (comparing data from interviews, observations, and documentation) was used, and interview results were confirmed with participants. To support the writing of this journal, the researcher utilized specific units as tools during the research process. The analysis unit involved informants who served as research subjects, i.e., individuals who were willing to provide data and had relevant information related to the issue being studied. In this study, the analysis units include the Nature Lovers Student Community (mapala), mountain hikers, and managers or supervisors of mountain climbing tours, who will be the main informants.

This study uses the Activity, Interaction, Sentiment (AIS) analysis tool (George C, Homans, 1910-1989), a theory often used to explain social dynamics in small groups, particularly how interpersonal relationships are formed, developed, and strengthen group cohesion. This theory is highly useful in various social and educational studies as it emphasizes the social processes that shape group structures. The more frequently individuals interact, the deeper the emotional bonds that develop between them. In other words, a strong sense of togetherness encourages increased joint activities and the sharing of feelings in every interaction that occurs .(Hasanah et al., 2025)

4 Results And Discussion

The group communication strategy process carried out by mountain climbing managers and communities provides deep insights into awareness of mountain safety, to prevent and reduce accidents in mountainous areas, which can be analyzed through

the lens of the Activity, Interaction, Sentiment (AIS) Theory, which includes several stages such as activity, interaction, and sentiment. By applying the Activity, Interaction, Sentiment (AIS) Theory in this study, a thorough analysis of group communication strategies within mountain climbing communities to enhance mountain safety can be conducted effectively, taking into account various factors that have already been implemented.

4.1 Communication Activities of the Hiker Group

How are communication strategies implemented within mountaineering communities and management teams to enhance mountain safety, where all communication strategies are being formulated? In an interview, Kang Barna, the management/operator responsible for the Via Linggajati trail on Mount Ciremai, explained that when hikers register or book online, they are informed of the rules and regulations that must be followed, However, due to many hikers frequently disregarding the rules, the rangers follow up with hikers at the base camp by briefing and educating them on mountain safety. The rangers also recheck all the equipment and food they bring to ensure everything is safe. According to Kale, a member of the Nature Lovers Association, during an interview, he explained that after the safety information was presented, they immediately conducted a simulation related to the material discussed. This is because the Nature Lovers Association requires that new members be provided with appropriate material aligned with the association's job description, particularly regarding mountain safety.

Fig. 1. Briefing (Source: Management and Community)

Then, the supporting factors that influence the success of the communication strategy implemented to maintain climbing safety are the involvement of media to facilitate two-way communication so that hikers and management can continue to coordinate through the media used, such as HT, cell phones, radios, and other media. The selection of communication devices is crucial to ensure messages can be conveyed even in challenging terrain. Additionally, beyond the use of media to facilitate climbing safety, the presence of instructions from a leader or competent member in terms of both communication and practice also contributes to the success of enhancing safety during climbing, thereby minimizing the risk of accidents through effective information dissemination.

In interviews regarding how communication media used by the community and managers influence the dissemination of safety information, both the community and managers stated that it is highly influential because in a climb, there is what is called management, and this media plays a crucial role in the initial planning of activities to ensure the type of safety measures that will be implemented. Through these media, members can learn about the latest climbing equipment that is more effective than older equipment, thereby supporting mountain safety for hikers.

Communication platforms such as TikTok and Instagram are highly effective in disseminating safety information to mountain climbing managers and communities due to their ability to convey messages quickly. Managers often share educational videos on survival techniques, essential equipment, how to deal with extreme weather conditions, and emergency simulations, which can enhance awareness and understanding among novice hikers. On the other hand, Instagram plays a role through infographics and carousel posts that present safety information in an easy-to-understand format, while the Stories and Reels features are used by hiking managers to provide real-time updates on mountain conditions, weather, or danger warnings from hiking posts. Live Streaming is also frequently used for interactive discussions between hiking organizers and hikers to discuss various scenarios and preventive measures during hikes. With both platforms, the dissemination of mountain safety information becomes faster, more engaging, and reaches a wider audience. However, caution is still needed in filtering information to avoid being influenced by inaccurate content.
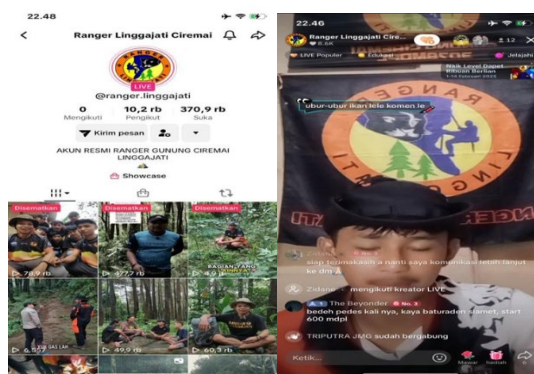

Fig. 2. Virtual Education (Source: Management and Community)

Member involvement in communication activities plays an important role in establishing safety norms in mountain climbing management, as effective communication enables the exchange of information, experiences, and collective awareness regarding risks and preventive measures. Through discussions in community forums, social media, and pre-climb briefings, members can share insights on mandatory equipment, evacuation procedures, and safe and responsible climbing ethics. Active participation in reporting trail conditions, weather, or emergency incidents also helps managers design more adaptive and data-driven policies. Additionally, members' involvement in safety simulations or first aid training programs fosters a culture of care and preparedness within the community. With open and collaborative communication, safety norms can be effectively internalized among the community, hikers, and managers, thereby creating a safer and more organized climbing environment.

In an interview with mountain hiker Nabila, she explained that there are no specific rules or communication standards applied within their climbing group, but they always communicate regularly before, during, and after the climb. This includes discussions before departure to prepare both soft and hard logistics, a briefing before starting the climb to explain the estimated journey and show the stopping locations and tent-setting locations. To ensure all members understand safety-related information, hikers must pay attention to the explanations provided by the management before the climb. Nabila explained that the management communicates details about the climbing route and the final campsite to be reached, as each climbing location has different policies. For example, for Mount Ciremai via Linggarjati, the final campsite is at Post 8, named Batu Lingga Post. To communicate with the climbing team, there is usually a leader responsible for ensuring the completeness of the members. The leader must also be more communicative regarding the route they see ahead and convey realistic information during the climb.

4.2 Mountaineers' interactions in "Safety Mountain"

Interaction among members during mountain climbing activities is an important factor in building collective awareness of mountain safety because through communication and shared experiences, hikers can remind each other, share knowledge, and create a strong safety culture. A strong safety culture is fostered through the process of sharing experiences, education, and mutual support at every stage of the climb, where each individual feels responsible not only for their own safety but also for their companions, enabling the climbing group to establish higher safety standards and reduce the risk of accidents by consistently engaging in collaborative interactions during the climb.

Through interviews, Barna and Kale, as managers and community members, explained that communication interactions during mountain climbing help increase awareness of potential dangers in the wild through information sharing and coordination. Barna emphasized that managers always update information through media or directly regarding early warning systems. Before the climb, hikers can exchange information about trail conditions, weather, and potential risks through

forums or discussion groups. During the climb, Kale also explained that task division in the climb can facilitate coordination within the group, such as having a leader, sweeper, and logistics team to ease interaction among members during the climb. Effective communication, such as using supporting media or signal codes, allows hikers to warn each other about dangers like bad weather or hazardous terrain. With effective communication, the hiking community can minimize risks and enhance safety in the great outdoors.

Nonverbal communication plays a crucial role in interactions among mountain hikers, especially in high-risk situations where verbal communication is difficult due to factors such as distance, wind noise, or extreme fatigue. Barna and Kale explain that nonverbal communication is often used in urgent situations during climbs, such as hand signals to give quick instructions. Additionally, the use of whistles with specific patterns can serve as emergency signals to request assistance or warn of danger, and ringing a bell when lost, among other nonverbal codes. The aforementioned examples are common nonverbal communication methods. By understanding and effectively using nonverbal communication, hikers can enhance coordination and safety during their climbing journeys.

According to Kale, a member of the Nature Lovers Student Community, in an interview regarding how social interaction within the mountain climbing community can foster a strong safety culture, social interaction allows the community to share experiences and remind fellow hikers outside the community about safety norms or share stories about climbing accidents to increase awareness and evaluate mistakes. Barna, the manager of the Mount Ciremai Via Linggajati climb, emphasized to his members that they are required to engage in social interaction to obtain information among hikers so that they can build a sense of closeness, making it easier to convey information related to the climb.

In the interview, Nabila explained how they avoid miscommunication that could lead to mistakes such as navigation or wrong decisions. They always interact with fellow members during the climb, such as listening to the opinions of their group members, especially those with specific responsibilities, and reminding each other of what was communicated by the management during the briefing at the base camp. They always check the climbing route map provided by the base camp, and there are no special terms or communication codes used by the group during the climb. According to Nabila, technology in the digital age is certainly very helpful, especially with the presence of social media, as they typically conduct research on the terrain to be traversed, weather conditions, or safety regulations they may not yet be aware of before embarking on a climb.

4.3   Sentiment among hikers in Safety Mountain

Mountain climbing is an activity that involves extremely high levels of adrenaline, so there are many things that must be prepared, both mentally and physically. However, there are still some incidents caused by individual negligence, such as injuries during climbing or getting lost, and it is not surprising that many hikers are traumatized by incidents that have happened to them. Based on interviews conducted, Barna

explained that feelings of fear or trauma from previous experiences significantly influence communication patterns within the mountain climbing community regarding mountain safety. hikers who have experienced or witnessed dangerous incidents, such as accidents or extreme weather, tend to become overly anxious, limiting their courage to climb or even avoiding discussions that evoke unpleasant memories. Therefore, managers always encourage through education, sharing inspiring stories from other hikers who have overcome their trauma, so that other hikers can be motivated. By ensuring better safety measures, such as experienced guides and clear evacuation systems, hikers can once again enjoy climbing activities with more confidence and comfort. However, unlike the Mapala community, Kale explained that members are educated and trained from the start, so communication patterns among members are not significantly affected. Experience can shape communication culture within the community, whether by increasing safety awareness or creating more cautious communication patterns.

The aspect of sentiment in hikers' interactions and communication, such as empathy and emotional support, which are related to fear or trauma in interviews with Barna and Kale, also explains that communities or managers always incorporate humor in conveying information during climbs. Humor plays an important role in group communication, especially among mountain climbing communities, particularly in conveying messages related to mountain safety. By using humor, safety messages that are typically serious and technical can be more easily accepted, remembered, and applied by hikers and community members. For example, jokes can create a more relaxed atmosphere while instilling awareness about preparedness. Humor can also help reduce tension in stressful situations, strengthen relationships among team members, and enhance the appeal of discussions about safety. However, administrators and the community must remain prudent to avoid diluting the essence of the information conveyed regarding the risks of climbing or causing people to underestimate safety procedures.

Empathy and emotional support within the mountain climbing community play a significant role in enhancing safety awareness, as when members of a climbing group care for and support one another, they are more likely to share experiences, warnings, and safety tips more openly. Additionally, emotional support helps reduce stress and panic in emergency situations. With a supportive and firm environment, hikers feel more responsible not only for themselves but also for the safety of other team members, thereby enhancing safety culture within the community.

When members have strong emotional bonds, they are more likely to listen to, appreciate, and apply information conveyed by fellow hikers because of mutual trust and concern. Additionally, emotional closeness allows for the use of more personal language and can enhance memory retention of safety procedures. Balancing emotional connections with objectivity in communication is key to the effectiveness of conveying safety information within the mountaineering community.

In an interview, Nabila explained the mechanisms used to strengthen emotional bonds for better communication, such as climbing with friends or, when climbing with new members, always having a face-to-face meeting before the climb to build better connections through frequent interactions related to daily life or humor, as these

factors often have a significant impact. By trusting one another and having a strong bond, we can minimize conflicts such as miscommunication. Nabila explained that differences in members' personalities often lead to fear, panic, and emotional reactions during climbs, which can hinder the journey. Therefore, they support one another to think positively and cultivate a sense of mutual belonging.

5   Conclusion

Researchers concluded that the group communication strategy implemented by mountain climbing managers and climbing communities plays a crucial role in raising awareness of mountain climbing safety. Through the Activity, Interaction, Sentiment (AIS) Theory approach, which encompasses aspects of activity, interaction, and sentiment, this strategy can be analyzed in greater depth to minimize the risk of accidents.

During the activity phase, communication strategies are implemented through pre-climb briefings, education on safety regulations, and equipment and logistics checks. The use of communication media, both conventional (such as HT) and digital (such as TikTok and Instagram), supports the widespread and effective dissemination of safety information. Additionally, interaction among community members plays a vital role in fostering a safety culture. Active communication allows hikers to share information about trail conditions, weather, and evacuation procedures. The use of nonverbal language, such as gestures, is also an important element in communication in challenging terrain. From a sentiment perspective, experiences, trauma, and emotional support influence communication patterns within the mountain climbing community. Humor is used as a tool to convey safety information in a lighter and more understandable way, while empathy and support among members create a safer and more harmonious climbing environment. Emotional bonds also play a role in enhancing the safety of fellow hikers.

With structured and experience-based communication, climbing safety strategies can be implemented more effectively. Collaboration between hikers and managers, supported by technology and strong interaction, contributes to creating a safer and more organized climbing environment. This research is expected to provide broader insights into effective group communication strategies, so that they can be applied more widely to minimize the risk of accidents.

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