

Abstrak

Pendakian merupakan aktivitas olahraga sekaligus ekowisata berbasis pegunungan atau gunung. Pendakian gunung semakin diminati masyarakat dengan beragam motivasi. Jika ditilik dari sisi historis, pendakian gunung berorientasi pada mencari ketenangan ke hutan, mencari tantangan, mengisi waktu luang, dan hal lainnya yang melekat serta identik pada seorang pendaki. Orientasi pendaki gunung mengalami perubahan lebih dalam bentuk konsumerisme. Hal tersebut yang menyebabkan indikasi terjadinya komodifikasi pada aktivitas pendakian gunung. Komodifikasi pendakian dapat dilihat melalui empat hal, yaitu: barang, jasa, ruang, dan makna dari aktivitas pendakian gunung. Perkembangan teknologi informasi khususnya media sosial berperan signifikan terhadap komodifikasi pendakian. Komodifikasi yang mengubah nilai guna pendakian menjadi nilai jual diyakini berperan terhadap perilaku prosumsi pendaki. Prosumsi oleh pendaki yaitu pendaki sebagai pelaku produsen sekaligus konsumen dalam aktivitas pendakian gunung. Penelitian ini hendak menelusuri bagaimana proses komodifikasi yang terjadi pada aktivitas pendakian gunung serta perilaku prosumsi pendaki gunung melalui studi kasus pada penggiat pendakian di Gunung Semeru. Diharapkan penelitian ini mampu memberikan perspektif baru dalam studi pendakian dengan pendekatan sosiologis serta dapat berkontribusi dalam rangka pengelolaan pendakian khususnya di Gunung Semeru.

Kata kunci: Pendaki, penggiat pendakian, Gunung Semeru, komodifikasi, media sosial, prosumsi

Abstract

Hiking is a sport activity as well as mountain-based ecotourism. Mountain hiking is increasingly in demand by people with various motivations. From the historical side, mountain hiking is oriented towards seeking tranquility in the forest, looking for challenges, filling spare time, and other things that are inherent and identical to a hiker. The orientation of hikers has undergone more changes in the form of consumerism. This causes an indication of the occurrence of commodification in mountain hiking activities. The commodification of hiking can be seen through four things, namely: goods, services, space, and the meaning of mountain hiking activities. The development of information technology, especially social media, plays a significant role in the commodification of hiking. Commodifications that change the use value of hiking into selling points are believed to play a role in the prosumption behavior of hikers. Prosumption by hikers is hikers as producers as well as consumers in hiking activities. This study aims to explore how the commodification process occurs in hiking activities and the prosumption behavior of hikers through case studies on climbing activists on Mount Semeru. It is hoped that this research can provide a new perspective in hiking studies with a sociological approach and can contribute to the management of hiking, especially on Mount Semeru.

Keywords: *hikers, hiking activists, Mount Semeru, commodification, social media, prosumption*