

ABSTRAK

Latar Belakang: Pariwisata petualangan di kawasan Gunung Merapi, seperti Jip Wisata Lereng Merapi di Yogyakarta, Indonesia, beroperasi manuver di sungai yang berbatu berpotensi terjadi risiko kecelakaan dan ancaman bencana DRR. Meskipun telah diterapkan protokol keselamatan, sejumlah insiden yang tidak dilaporkan secara resmi menunjukkan adanya kesenjangan antara prosedur keselamatan dengan perilaku nyata di lapangan. **Tujuan:** Penelitian ini bertujuan untuk menganalisis pengaruh faktor lingkungan sosial (kepercayaan sosial, norma subjektif) dan faktor kognitif personal (efikasi diri, ekspektasi hasil, persepsi risiko) terhadap niat perilaku *Disaster Risk Reduction* (DRR) pada pekerja Jip wisata lereng Merapi dengan menggunakan kerangka *Social Cognitive Theory* (SCT). **Metode:** Penelitian kuantitatif dengan desain potong lintang dilakukan pada 197 pengemudi Jip dari lima komunitas di Kabupaten Sleman. Data dikumpulkan melalui kuesioner skala Likert dengan wawancara tatap muka. Item dengan reliabilitas tertinggi dari setiap konstruk digunakan setelah uji validitas dan reliabilitas. Analisis dilakukan menggunakan Generalized Structural Equation Modeling (GSEM). **Hasil:** Norma subjektif berpengaruh signifikan terhadap self-efficacy ($\beta = 0,537$, $p = 0,003$) dan ekspektasi hasil ($\beta = 0,555$, $p = 0,004$). Persepsi risiko ($\beta = 0,263$, $p = 0,031$), norma subjektif ($\beta = 0,416$, $p = 0,020$), dan kepercayaan sosial ($\beta = 0,202$, $p = 0,040$) secara signifikan memprediksi niat DRR. **Kesimpulan:** Penguatan norma subjektif, kepercayaan sosial, dan persepsi risiko dapat meningkatkan niat kesiapsiagaan bencana. Studi ini mendukung promosi keselamatan partisipatif, penyusunan SOP, pelatihan kebencanaan terpadu, dan kolaborasi lintas sektor untuk memperkuat keselamatan pariwisata berbasis komunitas di Jip Wisata Lereng Merapi.

Kata kunci: DRR, *Social Cognitive Theory*, Jip Wisata Lereng Merapi

ABSTRACT

Background: Adventure tourism in the Mount Merapi area, such as Jeep Tours in the slopes of Mount Merapi, Yogyakarta, Indonesia, operates through rocky river routes that pose risks of accidents and disaster threats. Although safety protocols have been implemented, several unofficially reported incidents indicate a gap between established safety procedures and actual behaviors in the field. **Purpose:** This study aims to analyze the influence of social environmental factors (social trust, subjective norms) and personal cognitive factors (self-efficacy, outcome expectations, risk perception) on disaster risk reduction (DRR) intentions among Jeep Tour Workers in the slopes of Mount Merapi using the Social Cognitive Theory (SCT) framework. **Methods:** A cross-sectional quantitative study was conducted with 197 Jeep drivers from five communities in Sleman Regency. Data were collected using face-to-face Likert-scale questionnaires. The most reliable item from each construct was retained after validity and reliability testing. Analysis was performed using Generalized Structural Equation Modeling (GSEM). **Results:** Subjective norms significantly influenced self-efficacy ($\beta = 0.537$, $p = 0.003$) and outcome expectations ($\beta = 0.555$, $p = 0.004$). Risk perception ($\beta = 0.263$, $p = 0.031$), subjective norms ($\beta = 0.416$, $p = 0.020$), and social trust ($\beta = 0.202$, $p = 0.040$) significantly predicted DRR behavioral intentions. **Conclusions:** Strengthening subjective norms, social trust, and risk perception can improve DRR intentions. This study supports participatory safety promotion, SOP development, integrated disaster training, and cross-sector collaboration to enhance community-based tourism safety among Jeep Tour Workers in the slopes of Mount Merapi.

Keywords: Disaster Risk Reduction, Social Cognitive Theory, Jeep Tour Workers, Mount Merapi, Adventure Tourism