

ABSTRACT

The rapid development of rafting in Indonesia has led people initiatively established rafting operator tourist services; one of them is located in Magelang, Central Java. This study answered one problem. It was the level of security and safety of tourists on rafting tours at Kompas Adventure. This study used descriptive qualitative method. Data were collected by conducting observation, interview, and documentation. The data obtained were analyzed by using the tirta adventure tourism *Safety Code* theory. The theory of management function was also added to determine the application of risk management carried out by Kompas Adventure at the location of rafting. The results of this study indicated that Kompas Adventure as a rafting operator had implemented the safety and security standards of rafting tours properly based on the *Safety Code* aspects of tirta adventure tourism. However, there were still shortcomings that needed to be addressed by Kompas Adventure. Some of them were from the aspect of human resources in this case renewing the *river guide* certificate; from the governance aspect, where Kompas Adventure needed to make a chart of the organizational structure; and adding attributes for rafting facilities in the form of HT (Handy Talky), medical room, luggage storage room, and completeness of *river guide* attributes such as *flip line* and throwing bag. In addition, the implementation of management functions by Kompas Adventure needed to pay attention again on the aspect of direction such as explaining river conditions and about the instructions that participants must follow during the rafting by the river guide before the rafting started.

Keywords: rafting, safety code for tirta adventure tourism, security and safety of tourists, the function of management

ABSTRAK

Pesatnya perkembangan wisata arung jeram (*rafting*) di Indonesia membuat masyarakat berinisiatif mendirikan jasa wisata operator arung jeram, salah satunya Kompas Adventure di Magelang, Jawa Tengah. Penelitian ini menjawab satu permasalahan, yakni tingkat keamanan dan keselamatan wisatawan pada wisata arung jeram di Kompas Adventure. Penelitian ini menggunakan metode deskriptif kualitatif. Pengambilan data dilakukan dengan melakukan observasi, wawancara, dan dokumentasi. Data yang diperoleh dianalisis menggunakan teori *Safety Code* wisata petualangan tirta. Teori fungsi manajemen juga ditambahkan untuk mengetahui penerapan manajemen risiko yang dilakukan Kompas Adventure di lokasi arung jeram. Hasil penelitian ini menunjukkan bahwa Kompas Adventure sebagai operator arung jeram telah menerapkan standar keamanan dan keselamatan wisata arung jeram berdasarkan aspek *Safety Code* wisata petualangan tirta seperti aspek fisik, aspek lokasi, aspek alam, dan aspek standar operasional kerja (SOP). Namun demikian, masih terdapat kekurangan yang perlu dibenahi Kompas Adventure. Beberapa diantaranya dari aspek sumber daya manusia (SDM) dalam hal ini pembaharuan sertifikat *river guide*, dari aspek tata kelola, dimana Kompas Adventure perlu membuat bagan struktur organisasi, dan dari aspek sarana dan prasarana seperti penambahan atribut sarana arung jeram berupa HT (*Handy Talky*), ruang medis, ruang penitipan barang, dan perlengkapan atribut *river guide* seperti *flip line* dan tali lempar (*throwing bag*). Selain itu, penerapan fungsi manajemen oleh pihak Kompas Adventure dalam hal ini *river guide* perlu memperhatikan kembali dari aspek pengarahan seperti penjelasan kondisi sungai dan penjelasan intruksi aba-aba yang harus diikuti peserta selama pengarungan sebelum kegiatan arung jeram dimulai.

Kata kunci: wisata arung jeram (*rafting*), keamanan dan keselamatan wisatawan, *Safety Code* wisata petualangan tirta, fungsi manajemen