

ABSTRACT

**CAMPAIGN HYPOTHERMIA RESPONSE FOR MOUNTAIN HIKERS IN
THE NATIONAL PARK OF MOUNT GEDE PANGRANGO**

By : Ikhwan Idris

1401110249

Hypothermia has become a serious threat to the mountain hikers when doing outdoor activities. In the past one year there were 28 cases of deaths in the Java Island mountains, at least 18 cases of deaths were caused by hypothermia. The most current case occurred in the National Park of Mount Gede Pangrango on November 18 2014 has killed a hiker from Tangerang whose death was caused by hypothermia. Therefore it is necessary to design the hypothermia response campaign for mountain hikers in the National Park of Mount Gede Pangrango campaign to give information and knowledge to mountain hikers. The methodology used in the hypothermia response campaign is qualitative methods as a research procedure that produces descriptive data in the form of words written or oral, data processing includes literature study, field observation, and interviews. The concepts in this thesis is the design of the hypothermia response campaign for mountain hikers in the National Park of Mount Gede Pangrango campaign. The importance of the hypothermia response campaign is to increase information, knowledge and the alertness of the mountain hikers when doing outdoor activities in order to reduce the risk of death due to hypothermia.

Keywords: Hypothermia response campaign, campaigns, hypothermia, mountain hikers of National park Mount Gede Pangrango.