

## **ABSTRACT**

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*Mountaineering has turned into a familiar activities and could be had by any kind layer of society. This thing happens caused by the power of social media and movies which are showing the journey of mountaineering, for example 5 CM movie. The increase of mountaineer's number gives two side of effects, positive and negative. The affects of negatives are so massive and should concern us because it damage the mountain and it's enviroment and also increasing the number of mountaineer's accident and lost many lifes. This negatives effect could be bigger than before and keep going bigger if we don't take it seriously. This research using qualitative collecting methods where the writer using interview, obrservation, and literature study technique with case studi as analysis methods with cognitive's approach from the angle of culture. Researcher hopes with this research, mountains in Indonesia could be better because of the mindset would understand the ethics of mountaineering and create a good culture to the mountain to decrease the number of damage and accidents.*

**Keywords :** *Mountaineer, Mountain, Ethics, Cognitive.*

