

ABSTRACT

Mount Slamet is a mountain located on the borders of Purbalingga, Banyumas, Tegal, Pemalang, and Brebes districts in Central Java. The geographical coordinates of Mount Slamet are 7° 14' 30" South Latitude and 109° 12' 30" East Longitude, with an elevation of 3,432 meters above sea level (masl). Mount Slamet is a popular climbing destination, with a recorded number of 28,982 climbers in the past year of 2021. During climbing activities, incidents may occur, such as hypothermia, fatigue, sprained ankles, physical weakness, and natural disasters. Out of 8 incident cases on Mount Slamet, hypothermia is the most common incident. Hypothermia is a condition where body temperature drops abnormally below 35°C due to excessive heat loss, which is a dangerous condition. One of the causes of hypothermia incidents on Mount Slamet is the lack of information about hypothermia at the Mount Slamet Basecamp and during the journey to the summit. Therefore, the author created an infographic design on Educating Hypothermia as a Media for Mitigating and Preventing Incidents on Mount Slamet, using Aluminum Composite Panel (ACP) as the main medium, along with supporting media such as flyers, posters, Instagram feeds, stickers, and X-banners. The research method used by the author is a qualitative approach and SWOT analysis. SWOT analysis is an acronym referring to Strengths, Weaknesses, Opportunities, and Threats. SWOT is a method used to evaluate and analyze the position of a company, organization, or individual. The data collection techniques used by the author include interviews, observations, literature studies, and documentation. The result of the author's design is an infographic that will be applied at the Mount Slamet climbing post, Mount Slamet Basecamp, and mountain equipment rental places.

Keywords: Hypothermia, Mount Slamet, climbers, infographic.