

Peran Nilai Personal terhadap Perilaku Pro-Lingkungan pada Pendaki Gunung = The Role of Personal Value toward Pro-Environmental Behavior among Mountaineer

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Abstrak

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Kegiatan pendakian gunung di Indonesia saat ini sedang menjadi trend dikalangan anak muda dan dewasa. Namun, sejumlah masalah lingkungan di gunung meningkat seiring dengan peningkatan jumlah pendaki gunung. Banyak penelitian yang menekankan pentingnya memahami nilai personal ketika menjelaskan perilaku pro-lingkungan (Fransson & Garling 1999). Penelitian ini bertujuan untuk melihat peran nilai personal terhadap perilaku pro-lingkungan pada pendaki gunung. Sebanyak 127 responden mengisi kuesioner alat ukur perilaku pro-lingkungan (Dimensi Perilaku dan New Ecological Paradigm Scale) dan nilai. Pada penelitian ini, hasil penelitian menunjukkan ada dua nilai personal yang memiliki peranan terhadap perilaku pro-lingkungan. Kedua nilai tersebut adalah nilai universalism ($F=92,35$, $p<0,05$) dan nilai power ($F=46,33$, $p<0,05$). Lebih lanjut diketahui bahwa terdapat perbedaan perilaku pro-lingkungan pada responden anggota kelompok pecinta alam (KPA) dan bukan anggota KPA, responden yang memiliki pengalaman mendaki gunung yang lebih banyak dengan yang lebih sedikit pengalaman, serta responden yang memiliki pengalaman belajar sebelumnya dengan yang tidak memiliki pengalaman belajar sebelumnya.

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ABSTRACT

Mountaineering activities in Indonesia is currently a trend among young people and adults. However, a number of environmental problems in the mountains increases with increasing number of mountaineers. Many studies emphasize the importance of understanding personal values when explaining pro-environmental behavior (Fransson & Garling 1999). The aim of this research is to examine the role of personal value toward pro-environmental behavior among mountaineer. A total of 127 respondents complete questionnaires on pro-environmental behavior (Dimension of behavior and New Ecological Paradigm Scale) and value. In this research, the result indicates that two personal values have roles on pro-environmental behavior, those values are universalism ($F=92,35$, $p<0,05$) and power ($F=46,33$, $p<0,05$). Furthermore, the result points out that there are differences in pro-environmental behavior among respondents who are members of nature lovers? group and who are not, among respondents with more mountaineering experience and with less experience, and also among respondents who have previous learning experience and who have no prior learning experience.

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