

Eiger Adventure Communication Strategy at Women Jungle Survival Course (WJSC) Event

Kerti Eriani¹, Moch. Armien Syifa Sutarjo²

Public Relations, Faculty of Communication and Social Sciences, Universitas Telkom, Indonesia
kertiern@student.telkomuniversity.ac.id¹

Abstract

This study analyzes Eiger Adventure's communication strategy in the Women Jungle Survival Course (WJSC) program. The goal is to understand and evaluate strategic steps in planning and managing communication in this event. With a qualitative approach and case study method, this study uses interviews, documentation, and observation as data collection techniques. The PR strategy model of Cutlip, Center, and Broom is used as an analytical framework, consisting of four stages: problem identification, planning and programming, communication implementation, and program evaluation. The results of the study show that Eiger Adventure has succeeded in designing and implementing an effective communication strategy in organizing WJSC. Although without specific market segmentation, the number of registrants exceeded the target, indicating Eiger's strong reputation among nature enthusiasts. This success is supported by targeted communication and optimal use of media in building audience engagement. In addition to increasing participation, this strategy also strengthens Eiger's brand image as an inclusive outdoor adventure brand. Thus, the right communication strategy can be a key factor in the success of community-based and adventure programs.

Keywords: *Communication Strategy, Events, Nature Anthusiasts, Planning.*

Abstrak

Penelitian ini menganalisis strategi komunikasi Eiger Adventure dalam program Women Jungle Survival Course (WJSC). Tujuannya adalah memahami dan mengevaluasi langkah strategis dalam perencanaan dan manajemen komunikasi pada event ini. Dengan pendekatan kualitatif dan metode studi kasus, penelitian ini menggunakan wawancara, dokumentasi, dan observasi sebagai teknik pengumpulan data. Model strategi PR Cutlip, Center, dan Broom digunakan sebagai kerangka analisis, yang terdiri dari empat tahap: identifikasi masalah, perencanaan dan pemrograman, pelaksanaan komunikasi, serta evaluasi program. Hasil penelitian menunjukkan bahwa Eiger Adventure berhasil merancang dan menerapkan strategi komunikasi yang efektif dalam penyelenggaraan WJSC. Meskipun tanpa segmentasi pasar khusus, jumlah pendaftar melebihi target, menunjukkan kuatnya reputasi Eiger di kalangan penggiat alam. Keberhasilan ini didukung oleh komunikasi yang terarah dan penggunaan media yang optimal dalam membangun keterlibatan audiens. Selain meningkatkan partisipasi, strategi ini juga memperkuat citra merek Eiger sebagai brand outdoor adventure yang inklusif. Dengan demikian, strategi komunikasi yang tepat dapat menjadi faktor kunci dalam kesuksesan program berbasis komunitas dan petualangan.

Kata Kunci: *Strategi Komunikasi, Event, Penggiat Alam, Perencanaan.*

INTRODUCTION

The trend of mountain climbing has increased significantly, especially after the release of the film "5 cm", showing the impact of media on public interest in outdoor activities. The increase in the number of climbers, especially on Mount Semeru, shows the curiosity and courage of the public to try mountain climbing, even though their understanding of the terrain and the risks that are seen is still limited. This is of particular concern to national park managers, as stated by the Head of the Bromo Tengger Semeru National Park (TNBTS) Office, who saw a sharp increase in the number of climbers after the film was released (Purnomo, 2013). Research by Eiger Adventure revealed demographic changes in mountain climbing activities, where now more women are involved. This shows a shift in gender stereotypes in climbing activities, which were previously dominated by men because they were considered high risk and full of obstacles. The achievements of female climbers such as Fransiska Dimitri Inkiriwang and Mathilda Dwi Lestari who completed the world's seven summits mission are proof that women are also able to overcome challenges in this activity. However, the increase in the number of female climbers is also accompanied by an increase in the risk of accidents and death.

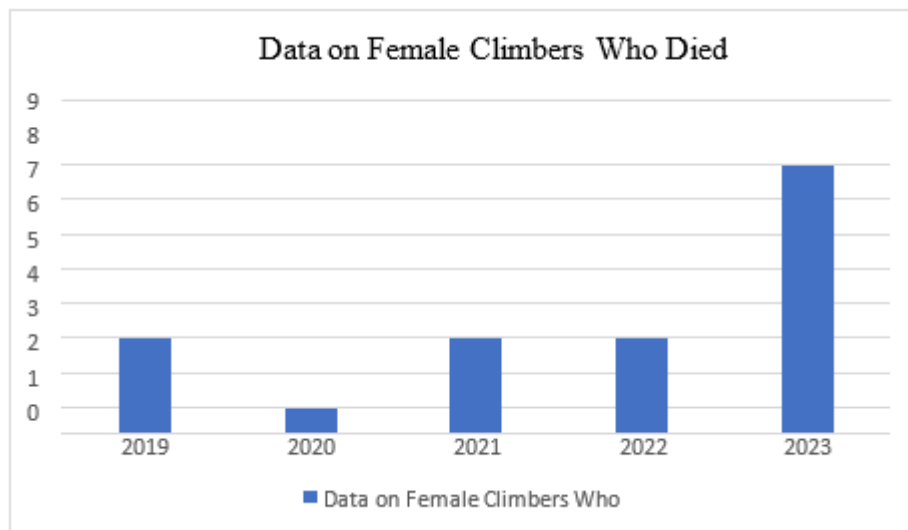


Figure 1. Data on Female Climbers Who Died, 2019-2023

The data obtained shows that from 2019-2023, 2023 was the year with the most fatal accidents for female climbers. The data shows that although the likelihood of death for women is lower than for men, cases of death for female climbers still occur every year. This underlines the importance of knowledge and survival skills in the wild, which are often lacking for female climbers (Wicaksono, 2024). In an effort to reduce the risk of accidents and deaths, Eiger Adventure through the Eiger Service Team (EAST) held the Women Jungle Survival Course (WJSC). This program is specifically designed to equip women with survival skills in the wild. WJSC is a form of Eiger's social responsibility as an outdoor brand in responding to the phenomenon of increasing accidents for female climbers. This program is also a strategic effort to educate women about the science of survival in the wild.

Eiger Adventure uses a comprehensive approach in organizing WJSC, involving experts in the field of outdoor adventure such as Iwan "Kwecheng" Irawan, dr. Ratih C. Sari, and Khansa Syahla. The presence of influencers such as Khansa Syahla is also part of Eiger's communication strategy to make the message delivered more effective and persuasive. The motivational and Q&A session with Khansa Syahla, for example, was designed to motivate participants that being a woman is not an obstacle to participating in this extreme sport. Eiger Adventure's WJSC approach is also in line with Cutlip's theory (1962), regarding the public relations management process consisting of defining the problem, planning and compiling programs, taking action and communicating, and evaluating. In this context, Eiger Adventure defines the problem as an increase in accidents by female climbers, then plans and compiles the WJSC program to address the problem, implements the program by involving experts and influencers, and evaluates the effectiveness of the program in reducing the risk of accidents.

In addition, the WJSC program is also compared to similar programs such as the Mountain Jungle Course (MJC) and Arei Survival Camp. Although they have the same goal of educating the science of survival in the wild, WJSC is unique in its focus on women. This more specific approach allows Eiger Adventure to be more effective in conveying messages and reaching target audiences. Thus, Eiger Adventure's communication strategy through the WJSC event is a proactive step in facing the phenomenon of increasing female climbers and the risk of accidents on the mountain. This program not only educates and equips women with survival skills, but also strengthens Eiger's reputation as a brand that cares and is responsible for the safety of outdoor enthusiasts.

LITERATURE REVIEW

The theoretical basis used in this study outlines the basic concepts of communication strategy, which are very important in planning and implementing programs, such as the Women Jungle Survival Course (WJSC) by Eiger. Referring to the theory of Cutlip et al. (1962), communication strategy involves four important steps, namely determining the problem, planning and compiling the program, taking action and communication, and evaluating the program. This initial stage of communication planning emphasizes the importance of research and monitoring the knowledge, attitudes, and behavior of the target audience of the communication. In the context of Eiger, companies must understand what issues are relevant to their audience before designing the WJSC. A deep understanding of the needs and preferences of the audience is key to determining an effective strategy (Rosário & Dias, 2023; Hendrawan et al., 2024).

Once the problem is determined, the next step is to develop a program, objectives, and communication strategy. This planning must be based on previously collected data and facts. Eiger, in this case, must formulate concrete steps to be taken in the WJSC, including determining the role of the communicator, target audience, and creating relevant and effective messages. This stage involves implementing planned actions and policies. Eiger must ensure that their messages are delivered through the right channels and in accordance with the characteristics of the audience. The principle of the seven "Cs" (credibility, context, content, clarity, continuity, consistency, channel, and capability of the audience) needs to be applied to ensure effective communication (Zaenudin et al. 2021; Einwiller et al., 2024). Evaluation is the final step in the communication strategy process (Mheidly & Fares, 2024; Silverman & Smith, 2024). Eiger must evaluate the results of the WJSC to find out whether the goals that

have been set have been achieved, as well as identify areas that need to be improved in the future. A good evaluation can provide valuable feedback for planning future events.

Events are an effective communication tool, especially in promoting brands and attracting audience attention (Greenwell et al., 2024). Eiger uses WJSC as a means to build brand awareness and engagement with their audience. Referring to Goldblatt, events can be categorized into various types, and Eiger chooses to hold outdoor events that are in accordance with their brand characteristics. Each event has unique characteristics that need to be adjusted to the target audience and promotional objectives. In WJSC, Eiger must consider various elements such as the type of event (eg camping, adventure activities), target audience (nature lovers, outdoor communities), and appropriate locations. Good event management will ensure that Eiger's goals in increasing brand awareness and loyalty can be achieved.

METHOD

This study uses a qualitative approach to understand the phenomenon in depth by emphasizing meaning rather than generalization (Caroline, 2019). Case studies are applied as explained by Creswell, which examines phenomena within certain boundaries. The object of the study is the Women Jungle Survival Course (WJSC) event by Eiger Adventure, which was held in response to the increasing number of deaths of female climbers. The constructivism paradigm is used to understand Eiger Adventure's social actions in WJSC. This paradigm allows exploration of the meaning and complexity of the real world from the perspective of the individual experiencing it. This study examines Eiger Adventure's communication strategy in WJSC using the four-step PR model from Cutlip et al. (1962), which includes research, planning, implementation, and evaluation of communication. The subjects of the study were Eiger Adventure's internal team, especially the Eiger Adventure Service Team (EAST), which was involved in organizing the event. The research informants consisted of key informants, supporters, and experts, who were selected using the snowball sampling technique. Data collection techniques included non-participant observation, semi-structured interviews, and documentation studies. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. To ensure data validity, this study applied source triangulation by comparing information from various methods. Thus, this study provides an overview of the communication strategy implemented by Eiger Adventure in WJSC and its contribution in increasing safety awareness for female climbers.

RESULTS AND DISCUSSION

A mature and structured communication strategy planning is very important in running a program so that communication activities are directed and effective. A good strategy ensures that all communication activities are integrated and aligned with program objectives, including message planning, selection of communication channels, and determination of the time and method of message delivery. At Eiger, the existence of several programs running simultaneously makes time planning, allocation of human resources, and budget crucial. The right communication strategy helps maximize resource utilization and minimize the risk of failure, ensuring that all program elements work harmoniously to support the overall success of the program. In addition, a communication strategy is important to convey messages well to consumers and determine the success of the program. Referring to the theory of Cutlip et al. (1962), there are four important stages, namely determining the problem, planning and compiling the program, taking action and communication, and evaluation. This stage helps

ensure that the program is planned, implemented, and evaluated effectively, so that it achieves the desired goals.

Defining the Problem

The initial stage of compiling a communication strategy for the WJSC program begins with identifying and analyzing the problem. The findings reveal that WJSC emerged due to two main problems, namely the reality in the field and market needs. Eiger Adventure is committed to being a loyal friend for outdoor enthusiasts. Eiger's problem definition process includes analyzing data from consumer surveys and field research to identify market needs. Based on this analysis, Eiger developed a strategy to meet market needs and solve existing problems by making WJSC an effective solution for women who are increasingly active in outdoor activities. Surveys and internal discussions conducted by Eiger revealed that 40.8% of their consumers are climbers who are not members of any outdoor organization, indicating a need for more focused education or training programs. Seeing this fact, Eiger saw a great opportunity to provide a program that could equip them with the knowledge and skills needed to carry out outdoor activities safely. The formulation of an effective activity strategy aims to optimize the implementation of activities and achieve the desired goals (Rodríguez-Sánchez et al., 2020; Sutaguna et al., 2023; Blanchard & Thacker, 2023).

Increasing women's participation in outdoor activities is an important reason for Eiger to launch the Women Jungle Survival Course (WJSC). This program is designed to provide comprehensive training aimed at developing women's skills, knowledge, and confidence. In addition, WJSC also seeks to overcome negative stereotypes that are often attached to women in outdoor activities. Research conducted by Eiger shows an urgent need for knowledge and skills for survival, use of outdoor equipment, navigation, and safety, so this program is very relevant and important to fulfill. The Women Jungle Survival Course (WJSC) was formed as a result of an in-depth analysis of existing problems and was specifically designed to meet market needs for knowledge and skills provision. This program provides comprehensive training aimed at helping women develop abilities and readiness that are equal to men in outdoor activities. With WJSC, women are given space to learn together, increase their confidence, and prove their readiness for outdoor activities. This program not only facilitates the development of practical skills but also supports the formation of a community that supports and empowers each other. With training, there will be an increase in the abilities, knowledge, and skills of individuals and groups (German et al., 2020; Werdhiastutie et al., 2020; Rivaldo & Nabella 2023).

Planning and Programming

After identifying the problem, the communication planning process continues with the preparation of programs, objectives, actions, and strategies based on the data and facts that have been collected. Referring to Macnamara & Gregory (2020) and Blakeman (2023), it is important to design a communication strategy that includes determining the messenger, target audience, type of message, and communication channel. Eiger conducts an in-depth analysis to understand the needs and desires of consumers, ensuring that the communication carried out is relevant and effective. By adjusting the program according to the needs of the audience, Eiger can build strong relationships, increase engagement, and achieve communication goals effectively and sustainably. Eiger carries out the WJSC planning and programming process

with structured steps, including Determining Program Objectives, Determining Program Themes and Determining Program Media.

Eiger sets the goal of WJSC to provide a learning space for women outdoor enthusiasts, increase their safety and confidence, and reduce the risk of accidents. This program is designed to ensure that women can carry out activities safely and comfortably in the outdoors. Eiger identified key messages based on audience needs analysis and divided the event into three stages: pre-event, launching, and post-event. The theme and curriculum of the material were designed to suit the relevance and appeal of the audience, and reflect Eiger's brand values. Eiger also faced challenges such as ensuring that the material remained accurate and interesting and addressed the needs of the participants effectively. Eiger selected communicators and media selectively, ensuring that the speakers had relevant expertise. The communication style was adjusted to the character of the audience, especially generation Z, using a relaxed and non-patronizing approach. Eiger also adjusted the delivery of information to the characteristics of various social media platforms to ensure that the message was consistent and effective. This approach aims to increase audience engagement and achieve communication goals optimally. An effective delivery strategy creates better understanding, builds relationships, and achieves communication goals more efficiently (Yegon & Kipkorir, 2023; Fatih et al., 2025).

Taking Action and Communication

In the communication implementation stage, Eiger Adventure begins a crucial phase where all the planning and strategies that have been prepared begin to be implemented in real terms. This is the time when the messages that have been determined are delivered to the audience according to the plan that has been made, ensuring that all communication elements function effectively and the program's objectives are achieved. In the communication implementation stage, Eiger Adventure implements strategic steps to communicate the WJSC event. Eiger divides the information target into internal audiences such as the Eigerian community and event organizers, using social media as the main means to reach the audience and ensuring good coordination with related parties. Eiger utilizes its own media and influencers, without paid advertising, to attract participants. In addition, Eiger's PR uses media to increase event exposure. Eiger applies the "seven C" theory in PR communication, focusing on the credibility of the speaker, the relevance of the message, clarity of communication, consistency, the right channel, and the ability of the audience. Although it did not segment specifically for women, WJSC managed to attract participants exceeding the target, this confirms Eiger's strength and reputation in reaching the audience effectively.

Evaluating the Program

Program evaluation is an important final stage to assess success and identify areas for improvement. The evaluation results will be used to improve the quality and effectiveness of future programs, ensure participant satisfaction, and strengthen Eiger's reputation as a responsive and quality event organizer. Eiger conducts daily evaluations, collects participant feedback through group mentoring, post-tests, and interviews. Online questionnaires are also used to reach non-participants. This data helps improve future events. Success is measured by audience engagement and positive sentiment towards event content. The evaluation compares results with budget to assess effectiveness. Evaluation data is analyzed to identify areas of

improvement and long-term impact on Eiger. Eiger uses the evaluation results to plan better communication strategies and marketing calendars.

CONCLUSION

Eiger Adventure successfully designed and implemented the Women Jungle Survival Course (WJSC) with an effective communication strategy. This program aims to equip women with survival skills in the wild, overcome negative stereotypes, and reduce the risk of accidents for female climbers on the mountain. Although without any special segmentation in its approach, in reality the number of WJSC registrants exceeded the target, which shows Eiger's reputation among nature enthusiasts. Eiger uses social media and influencers to convey messages, maintaining consistency through its own media. After implementation, a comprehensive evaluation was conducted to assess the long-term impact and design a better communication strategy. Eiger's commitment to improving the quality of the program and its reputation as a quality event organizer is clearly visible. This study deepens the understanding of communication strategies in building awareness and long-term relationships with stakeholders. Organizations can design more successful programs with this insight. Researchers also encourage further studies with different approaches or methods to enrich understanding and create more effective and relevant communication strategies in various contexts. Eiger Adventure's communication strategy in the Women Jungle Survival Course has been running well, but has not had a specific focus on the women's community. To increase the effectiveness of the program, researchers suggest that Eiger Adventure adopt a more specific approach according to the target audience segment. In addition, it is recommended to involve influencers as event attendance to attract more participants and increase the visibility and credibility of the program.

REFERENCES

- Blakeman, R. (2023). *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.
- Blanchard, P. N., & Thacker, J. W. (2023). *Effective training: Systems, strategies, and practices*. SAGE Publications.
- Caroline, E. (2019). *Metode Kuantitatif*. Media Sahabat Cendekia.
- Cutlip, S. M. (1962). *Effective public relations*. Pearson Education India.
- Einwiller, S., Seiffert-Brockmann, J., & Ninova-Solovykh, N. (2022). Agile integrated communication: a content-based approach. In *Research Handbook on Strategic Communication* (pp. 400-415). Edward Elgar Publishing.
- Fatih, M., Fauzi, N., & Norman, E. (2025). Effective Communication in Building Healthy and Productive Relationships. *MES Management Journal*, 4(1), 662-671.
- Greenwell, T. C., Danzey-Bussell, L. A., & Shonk, D. J. (2024). *Managing sport events*. Canada: Human Kinetics.
- Hendrawan, S. A., Chatra, A., Iman, N., Hidayatullah, S., & Suprayitno, D. (2024). Digital transformation in MSMEs: Challenges and opportunities in technology management. *Jurnal Informasi dan Teknologi*, 141-149.

- Jerman, A., Pejić Bach, M., & Aleksić, A. (2020). Transformation towards smart factory system: Examining new job profiles and competencies. *Systems Research and Behavioral Science*, 37(2), 388-402.
- Macnamara, J., & Gregory, A. (2020). Expanding evaluation to progress strategic communication: Beyond message tracking to open listening. *Future Directions of Strategic Communication*, 141-158.
- Mheidly, N., & Fares, J. (2020). Leveraging media and health communication strategies to overcome the COVID-19 infodemic. *Journal of public health policy*, 41(4), 410-420.
- Purnomo, A. (2013). Film 5 Cm Dikritik Pengelola Taman Nasional Bromo Tengger Semeru. Batikimono. Available at: <https://www.batikimono.com/2013/02/film-5-cm-dikritik-pengelola-taman.html>
- Rivaldo, Y., & Nabella, S. D. (2023). Employee performance: Education, training, experience and work discipline. *Calitatea*, 24(193), 182-188.
- Rodríguez-Sánchez, J. L., González-Torres, T., Montero-Navarro, A., & Gallego-Losada, R. (2020). Investing time and resources for work–life balance: The effect on talent retention. *International journal of environmental research and public health*, 17(6), 1920.
- Rosário, A. T., & Dias, J. C. (2023). How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, 3(2), 100203.
- Silverman, D. A., & Smith, R. D. (2024). *Strategic planning for public relations*. New York: Routledge.
- Sutaguna, I. N. T., Achmad, G. N., Risdiyanto, A., & Yusuf, M. (2023). Marketing strategy for increasing sales of cooking oil shoes in Barokah trading business. *International Journal of Economics and Management Research*, 2(1), 132-152.
- Werdhiastutie, A., Suhariadi, F., & Partiw, S. G. (2020). Achievement motivation as antecedents of quality improvement of organizational human resources. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume*, 3, 747-752.
- Wicaksono, P. B. (2024). Hubungan antara sensation seeking dengan risk taking behavior pada komunitas pendaki warmadewa adventure (Padang: Doctoral dissertation, Universitas Putra Indonesia" YPTK" Padang).
- Yegon, G. K., & Kipkorir, C. S. S. (2023). Performance Measurement and Effective Communication: Strategic to Service Delivery. *British Journal of Multidisciplinary and Advanced Studies*, 4(4), 73-90.
- Zaenudin, H. N., Sartika, R., & Haryanegara, M. E. A. (2021). The effectiveness of policy communication in promoting# KangPisMan program among university students. *Informasi*, 51(2), 345-364.