

ABSTRACT

This study examines the phenomenon of mountain climbing trends among Generation Z, focusing on the West Java Cupu Climbing Community, with the aim of understanding the motivations, values, and meanings of this activity. Using a phenomenological approach and George Herbert Mead's Symbolic Interaction theory, this study analyzes how mountain climbing is not only a recreation, but also a means of self-identity formation, the search for meaning in life, and social expression. Generation Z utilizes social media to shape and strengthen their climber identities. The results show that climbing is interpreted as a symbol of freedom, an escape from digital pressures, and a medium for self-reflection. The West Java Cupu Climbing Community plays a crucial role in building solidarity, values, and group identity. Symbolic communication and digital interaction mediate Generation Z's perceptions of themselves and their social world. It is recommended that future researchers expand the scope to other communities and integrate self-identity theory more explicitly. The community is expected to continue to instill the value of environmental conservation, and Generation Z is encouraged to use climbing as a moment of self-reflection and foster ecological awareness.

Keywords: *Generation Z, Mountain Climbing, Symbolic Interactionism, Phenomenology, Self-Identity.*