

ABSTRAK

Indonesia merupakan negara dengan risiko kegempaan tinggi karena berada di jalur Cincin Api Pasifik, termasuk Provinsi Aceh dan Kota Lhokseumawe. Tingginya frekuensi gempa bumi serta dampaknya terhadap korban jiwa, terutama anak usia sekolah, menuntut adanya upaya peningkatan kesiapsiagaan sejak dini. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi media audiovisual terhadap tingkat pengetahuan kesiapsiagaan bencana gempa bumi pada siswa SMPN 6 Lhokseumawe tahun 2026. Penelitian menggunakan desain *quasi-eksperimental* dengan rancangan *one group pretest-posttest*. Sampel berjumlah 241 siswa yang dipilih dengan *stratified random sampling*. Instrumen penelitian berupa kuesioner kesiapsiagaan gempa bumi LIPI-UNESCO/ISDR yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji Wilcoxon. Hasil menunjukkan sebelum edukasi sebagian besar siswa berada pada kategori tinggi (46,5%) dan setelah edukasi kategori tinggi meningkat (80,9%). Uji Wilcoxon menunjukkan $p = 0,0001 (<0,05)$, yang berarti terdapat peningkatan signifikan setelah intervensi. Hal ini disimpulkan bahwa edukasi media audiovisual berpengaruh dalam meningkatkan pengetahuan kesiapsiagaan bencana gempa bumi pada siswa SMPN 6 Lhokseumawe.

Kata kunci : media audiovisual, kesiapsiagaan bencana, gempa bumi, siswa SMP

ABSTRACT

Indonesia is a country with a high risk of earthquakes because it lies along the Pacific Ring of Fire, including Aceh Province and the City of Lhokseumawe. The high frequency of earthquakes and their impact on casualties, especially among school-aged children, require efforts to improve preparedness from an early age. This study aims to determine the effect of audiovisual media education on the level of earthquake disaster preparedness knowledge among students of SMPN 6 Lhokseumawe in 2026. The study employed a quasi-experimental design with a one-group pretest–posttest approach. The sample consisted of 241 students selected through stratified random sampling. The research instrument was the LIPI–UNESCO/ISDR earthquake preparedness questionnaire, which had been tested for validity and reliability. Data analysis was conducted using the Wilcoxon test. The results showed that before the educational intervention, most students were in the high knowledge category (46.5%), and after the intervention, the proportion in the high category increased to (80,9%). The Wilcoxon test indicated a p-value of 0.0001 (<0.05), meaning there was a significant improvement after the intervention. It is concluded that audiovisual media education has an effect in improving earthquake disaster preparedness knowledge among students of SMPN 6 Lhokseumawe.

Keywords : audiovisual media, disaster preparedness, earthquake, junior high school students