

# EDUCATING COMMUNITY PREPAREDNESS IN FACING FIRE DISASTER THROUGH VIDEO MEDIA

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## ABSTRACT

Background: Due electrical or short circuit issues occurred in more than 62.8% of fire cases in Indonesia. Previous research found over 54% of respondents have insufficient preparedness facing fire disasters. Mitigation required addressing fire disasters in residential areas through video education tools to lessen the risk of fire disasters, thereby preventing loss of life. Method: Producing a video titled "Kesiapsiagaan Saat Kebakaran" retrieved communities of understanding the concern of mitigation and lessened the potential for fire disasters in their communities. Results: The output realized through a video as an education tool aims to enhance societal knowledge regarding fire disaster preparedness. Therefore, this video is utilized as an informative resource to mitigate the risk of hazards in the event of a disaster. The resulting video has a duration of 11 minutes and 17 seconds with a file size of 2 GB, an MP4 file extension, and is uploaded on YouTube. This is crucial to safeguard and uphold the content creator's Intellectual Property Rights (IPR). Conclusion: The video titled "Kesiapsiagaan Saat Kebakaran" can be used as an aid in providing information to the community to facilitate conveying information about fire disaster mitigation in residential areas. Keywords: Disaster, Fire, Fire Mitigation