

SUMMARY

Background: There were 544,554 earthquakes globally, with more than 20,000 of them felt by humans. In Indonesia, there were 5,400 disaster events, including 31 significant earthquakes. Bantul Regency, Yogyakarta, was one of the most affected areas. Initial surveys indicate that 80% of respondents in Bantul are unaware of earthquake preparedness measures. **Objective:** To produce an animated video as a Communication, Information, and Education (KIE) medium to enhance community preparedness for earthquakes. **Method:** The selected KIE medium is an animated video. Animated videos were chosen as the KIE medium due to their advantages. The development of the medium was carried out through pre-production, production, and post-production stages using Canva and CapCut software. Evaluation was conducted through a limited trial with respondents. **Result:** An animated video titled "Earthquake Preparedness? Let's Get Ready Now!!!", lasting approximately 8 minutes, which conveys earthquake information in a visual, engaging, and educational manner. This video has proven effective in enhancing public knowledge and awareness of disaster preparedness. **Conclusion:** This educational animated video can serve as an engaging and easily understandable medium to improve understanding and motivation in efforts to enhance preparedness in the event of an earthquake disaster.

Keywords: *Animated Media, Disaster, Earthquake, Education, Preparedness, KIE*