

## ABSTRAK

### KESIAPSIAGAAN PENGUNJUNG PUSAT PERBELANJAAN MODERN TERHADAP RISIKO BAHAYA KEBAKARAN DI LIPPO PLAZA YOGYAKARTA

Oleh

Try Udjang Ismail

NIM : 21410002

Tahun 2015 Indonesia menempati urutan ketiga frekuensi kejadian kebakaran gedung hingga mencapai 100.000 kejadian pertahun dengan korban sebanyak 200-1.000 jiwa. Pusat perbelanjaan sebagai tempat yang berpotensi terjadi kebakaran disebabkan penggunaan listrik yang berlebihan. Kesiapsiagaan berperan penting dalam meminimalkan risiko korban jiwa akibat bencana. Sebanyak 35% korban selamat disebabkan kemampuan diri sendiri melindungi diri. Tujuan penelitian untuk (1) Mengetahui besarnya kesiapsiagaan pengunjung serta menganalisis kesiapsiagaan seperti apa yang dimiliki pengunjung terhadap risiko bahaya kebakaran. (2) Mengetahui seberapa besar pengaruh tingkat pengetahuan tentang bencana, kemampuan rencana darurat, peringatan dini dan mobilisasi sumber daya terhadap tingkat kesiapsiagaan pengunjung di Lippo Plaza. (3) Menganalisis persiapan pengelola gedung dalam penanggulangan kebakaran dari segi kebijakan dan keandalan bangunan di Lippo Plaza. Metode penelitian menggunakan desain *sequential explanatory* dan survei analitik. Populasi berjumlah 18.488 orang, penentuan sampel menggunakan rumus slovin dengan toleransi kesalahan 10% sehingga jumlah sampel 100 responden, sedangkan informan untuk data kualitatif berjumlah 14 pengunjung dan 3 petugas keamanan. Pengumpulan data dengan kuesioner, wawancara, observasi, studi dokumen, dokumentasi dan triangulasi. Analisis data dengan statistik deskriptif, membandingkan data kuantitatif-kualitatif, regresi berganda dan analisis gap. Hasil penelitian secara kuantitatif kesiapsiagaan pengunjung terhadap kebakaran 54%, sedangkan secara kualitatif kesiapsiagaan pengunjung kategori kurang siap karena sebagian besar memiliki rencana darurat yang kurang baik, tidak mengetahui letak jalur evakuasi, tidak melihat tanda jalur evakuasi dan tidak berpartisipasi dalam kegiatan seminar dan pelatihan kebencanaan. Variabel tingkat pengetahuan tentang bencana, kemampuan rencana darurat, peringatan dini, dan mobilisasi sumber daya secara bersama-sama berpengaruh terhadap tingkat kesiapsiagaan pengunjung sebesar 99,5%. Pengelola telah menetapkan kebijakan dalam penanggulangan kebakaran di Lippo Plaza, sedangkan keandalan bangunan di Lippo Plaza kategori baik.

**Kata Kunci:** Kebakaran, Kesiapsiagaan, Lippo Plaza, Pengelola, Pengunjung

## **ABSTRACT**

### **THE PREPAREDNESS OF MODERN SHOPPING CENTER VISITORS FIRE HAZARD RISK IN LIPPO PLAZA YOGYAKARTA**

By

Try Udjang Ismail

Student's ID Number : 21410002

*In 2015, Indonesia ranked third in the building fire occurrence that reached 100,000 occurrences per year with 200-1,000 fatalities. Modern shopping building are installed with high voltage of electricity, making them vulnerable to catch fire. One's reparedness plays an important role in minimizing the risk of fatalities due to disasters. Around 35% of survivors managed to survive as they were able to save themselves. This research was conducted to (1) Determine the level visitors' preparedness and analyze the types of fire hazard risk preparedness. (2) Investigate the influence of knowledge about disasters, the ability to make emergency plans, early warning system and resource mobilization on the level of visitor preparedness at Lippo Plaza. (3) Analyze the fire management of in terms of policies and building reliability at Lippo Plaza. This research was carried out using a sequential explanatory design and analytic survey. There were 18,488 population included in this research, from which 100 samples were selected using Slovin's sampling formula at 10% margin of error. Whereas, 14 visitors and 3 security officers were selected to provide qualitative data as resaerch informants. Research data were collected using questionnaire, interview, observation, document study, documentation and triangulation. The obtained data were then analyzed using descriptive statistic mehtod by comparing the quantitative-qualitative data, conducting multiple regression and gap analysis. The results of the quantitative data analysis showed that 54% visitors had adequate fire hazard preparedness, while the qualitative data showed lower percentage since most visitors had poor emergency plans, failed to find out the evacuation route, did not see the signs of the evacuation route and did not participate in seminar activities and disaster training. This research also found that the level of knowledge about disaster, the ability to make emergency planning, early warning system, and resource mobilization simultaneously affected the level of visitors' fire hazard preparedness by 99.5%. The management of Lippo Plaza has established specific policies regarding to fire management and the reliability of building has been considered good.*

**Key Words:** *Fire, Preparedness, Management Team, Visitor*