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Skripsi, 2026
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**GAMBARAN TINGKAT KEPUASAN SISWA TERHADAP MEDIA EDUKASI
MITIGASI BENCANA TANAH LONGSOR BERBASIS VIDEO *ARTIFICIAL
INTELLIGENCE* DI SMPN 03 BANYUBIRU KABUPATEN SEMARANG**

ABSTRAK

Latar Belakang: Mitigasi bencana penting untuk membangun kesadaran dan kesiapsiagaan. Pemanfaatan *Artificial Intelligence (AI)* menjadi pendekatan inovatif dalam sistem peringatan dini, prediksi bencana, dan pengambilan keputusan kebencanaan. Efektivitas edukasi mitigasi juga dipengaruhi respons emosional peserta, sehingga kepuasan siswa menjadi indikator keberhasilan, mencakup pemahaman, relevansi, penyampaian menarik, dan motivasi. Video mitigasi bencana tanah longsor berbasis *AI* diharapkan dapat memenuhi kepuasan siswa secara jelas dan menarik.

Tujuan: Menganalisis Gambaran Kepuasan Siswa terhadap Media Edukasi Mitigasi Bencana Tanah Longsor Berbasis Video *Artificial Intelligence* di SMPN SMPN 03 Banyubiru Kabupaten Semarang

Metode: Penelitian ini menggunakan metode deskriptif, dengan tujuan penelitian yakni analitis untuk menilai tingkat kepuasan yang dirasakan. Sampel penelitian berjumlah 89 responden. Alat ukur yang digunakan adalah kuesioner *Gratification Obtained* yang berjumlah 14 item pertanyaan, analisis data menggunakan uji distribusi frekuensi

Hasil: Hasil penelitian yakni menunjukkan adanya tingkat kepuasan yang berbeda, pada kategori kepuasan sangat puas yaitu **74 orang (83,1%)**, sementara itu kategori puas sebanyak **14 orang (15,7%)** dan kategori cukup puas **1 orang (1,1%)**

Kesimpulan: Terdapat tingkatan kepuasan yang berbeda-beda yang dirasakan oleh siswa, dengan hasil dominan sangat puas membuat video *AI* mitigasi bencana longsor direkomendasikan sebagai media informasi yang efektif sederhana dan mudah diterapkan.

Saran : Pengintegrasian media *AI* dengan mitigasi bencana berupaya dalam peningkatan mutu konten informatif yang disajikan. Penyesuaian perlu dilakukan untuk menyesuaikan jenis informasi dengan kebutuhan serta harapan. Dengan mengenali informasi yang masih belum terpenuhi

Kata kunci: Kepuasan, Mitigasi Bencana, Video *AI*

Kepustakaan: 33 (2021-2025)

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***STUDENTS' SATISFACTION WITH AI-BASED VIDEO EDUCATIONAL MEDIA FOR
LANDSLIDE DISASTER MITIGATION AT JUNIOR HIGH SCHOOL 03 BANYUBIRU,
SEMARANG.***

ABSTRACT

Background: Disaster mitigation is essential for building awareness and preparedness. The utilization of Artificial Intelligence (AI) has become an innovative approach in early warning systems, disaster prediction, and disaster-related decision-making. The effectiveness of mitigation education is also influenced by participants' emotional responses, making student satisfaction an important indicator of success, including understanding, relevance, engaging delivery, and motivation. AI-based landslide disaster mitigation videos are expected to clearly and engagingly meet students' satisfaction.

Objective: To analyze the students' satisfaction with AI-based video educational media for landslide disaster mitigation at SMPN 03 Banyubiru, Semarang Regency.

Methods: This study used a descriptive method with an analytical purpose to assess the level of satisfaction experienced by the students. The study sample consisted of 89 respondents. The measurement tool employed was the Gratification Obtained Questionnaire, consisting of 14 items. Data analysis was conducted using frequency distribution tests.

Results: The study results showed varying levels of satisfaction: the very satisfied category included 74 students (83.1%), the satisfied category included 14 students (15.7%), and the moderately satisfied category included 1 student (1.1%).

Conclusion: Students experienced different levels of satisfaction, with the dominant response being very satisfied. These findings indicate that AI-based landslide disaster mitigation videos are recommended as an effective, simple, and easily implemented educational media.

Suggestion: The integration of AI media with disaster mitigation efforts aims to improve the quality of the informational content presented. Adjustments need to be made to align the type of information with existing needs and expectations. By identifying information that has not yet been adequately addressed, further improvements can be implemented

Keywords: Satisfaction, Disaster Mitigation, AI Video

References: 33 sources (2021–2025)