

**PERILAKU KESIAPSIAGAAN PEDAGANG TERHADAP RESIKO
KEBAKARAN DI PASAR TRADISIONAL KARANGAYU KOTA
SEMARANG 2015**

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ABSTRAK

Kesiapsiagaan adalah serangkaian kegiatan yang dilakukan untuk mengantisipasi bencana melalui pengorganisasian serta melalui langkah yang tepat guna dan berdaya guna. Berdasarkan dari hasil observasi dan wawancara yang dilakukan oleh peneliti, pernah terjadi kebakaran kecil di Pasar Karangayu Semarang yang disebabkan oleh konsleting listrik. Berdasarkan permasalahan tersebut, perlu dilakukan penelitian tentang perilaku kesiapsiagaan pedagang terhadap resiko kebakaran di Pasar Karangayu Semarang .

Penelitian ini menggunakan pendekatan cross sectional yaitu penelitian untuk mempelajari dinamika kolerasi antara faktor risiko dengan efek, dengan cara pendekatan, observasi atau pengumpulan data sekaligus pada suatu saat, dimana peneliti hanya melakukan pengambilan data sekali saja. Data diambil dengan cara wawancara langsung kepada pedagang/responden yang berjumlah 86 responden, untuk data pendukung dilakukan dengan observasi langsung di Pasar Karangayu Semarang.

Berdasarkan hasil penelitian yang didapat, tidak ada hubungan antara lama kerja dengan perilaku kesiapsiagaan karena p-value 0,383, tidak ada hubungan antara tingkat pendidikan dengan perilaku kesiapsiagaan karena p-value 0.173, tidak ada hubungan antara jenis barang yang dijual dengan perilaku kesiapsiagaan karena p-value 0.952, ada hubungan antara tingkat pengetahuan dengan perilaku kesiapsiagaan karena p-value 0,006, ada hubungan antara sikap dengan perilaku kesiapsiagaan karena p-value 0,009, dan tidak ada hubungan antara sikap pengelola dengan perilaku kesiapsiagaan karena p-value 0,275.

Pihak pengelola pasar perlu mengadakan sosialisasi, pelatihan dan simulasi kebakaran agar para pedagang lebih mengerti tentang bahaya kebakaran pasar. Informasi dan penjelasan yang tepat sangat tentang tanggap darurat kebakaran yang ada dipasar perlu ditingkatkan.

Kata Kunci : kebakaran, kesiapsiagaan, perilaku, tanggap darurat

BEHAVIOR RISK OF FIRE PREPAREDNESS OF TRADERS IN TRADITIONAL MARKETS KARANGAYU SEMARANG CITY 2015.

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ABSTRACT

Preparedness is a series of activities undertaken to anticipate disasters, through the organization as well as through the appropriate steps effectively and efficiently. Based on observations and interviews conducted by the researchers, small fires have occurred in the market Karangayu Semarang caused by electrical short circuit. Based on these problems, it is necessary to do research on the preparedness of traders against the risk of fire in Semarang Karangayu Market.

This study used cross sectional approach the research to study the dynamics of correlation between risk factors and effects, with the approach, observation and data collection at once time. Data collected by direct interview to the trader amounted to 86 respondents, for supporting data carried out by direct observation in the Market Karangayu Semarang.

Based on the results obtained, there was no relationship between the length of employment with the behavior of preparedness for the p-value of 0.383, there was no correlation between level of education and preparedness behavior p-value for 0.173, there was no relation between the type of goods sold by the behavior of preparedness for p- 0.952 value, there is a correlation between the level of knowledge of the behavior of preparedness for p-value of 0.006, there was a relationship between attitude and behavior of preparedness for p-value of 0.009, and there is no relationship between the attitude of a manager with the behavior of preparedness for p-value of 0.275.

The market management should conduct socialization, training and fire simulation that traders understand more about market fire hazard. Information and explanation very precise about the existing fire emergency response markets need to be improved.

Keyword : fire, preparedness, behavior, emergency response