

Penelitian ini dilatarbelakangi oleh tingginya risiko tsunami di Desa Kuta, Kabupaten Lombok Tengah, Nusa Tenggara Barat, yang merupakan kawasan pesisir sekaligus destinasi wisata utama. Potensi ancaman tsunami berdampak pada keselamatan, mata pencaharian, dan aktivitas ekonomi masyarakat. Penelitian ini bertujuan mengevaluasi strategi mitigasi non-struktural dalam mengurangi risiko bencana tsunami di Desa Kuta. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data meliputi wawancara mendalam, observasi, dan studi dokumentasi, dengan informan meliputi BPBD Lombok Tengah, pemerintah desa, Unit SAR Mandalika, masyarakat, dan wisatawan. Teknik analisis data dilakukan dengan mengorganisir, mengkategorikan, mendeskripsikan, dan menginterpretasikan data secara komprehensif.

Hasil penelitian menunjukkan bahwa strategi mitigasi non-struktural sudah dilaksanakan melalui sosialisasi, edukasi, dan pemasangan sistem peringatan dini (EWS). Namun, efektivitasnya masih belum optimal. Partisipasi masyarakat, terutama pedagang dan wisatawan, masih rendah karena waktu sosialisasi yang tidak sesuai dengan jam kerja. Selain itu, sebagian infrastruktur mitigasi seperti EWS dan rambu evakuasi belum merata dan dalam kondisi rusak. Meskipun demikian, terdapat faktor pendukung seperti partisipasi aktif pemuda dan dukungan finansial dari pemerintah daerah. Secara keseluruhan, strategi mitigasi yang ada perlu ditingkatkan untuk menjangkau seluruh lapisan masyarakat dan memperbaiki infrastruktur yang ada. Rekomendasi dari penelitian ini adalah memperluas program edukasi yang lebih fleksibel, serta mengintegrasikan sektor pariwisata ke dalam sistem mitigasi bencana.

Kata kunci: Mitigasi Non-Struktural, Tsunami, Kesiapsiagaan Masyarakat, Desa Kuta, Nusa Tenggara Barat.

ABSTRACT

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This study is motivated by the high tsunami risk in Kuta Village, Central Lombok Regency, West Nusa Tenggara, a coastal area and a major tourist destination. The potential tsunami threat poses serious impacts on community safety, livelihoods, and local economic activities. The purpose of this research is to evaluate non-structural mitigation strategies in reducing tsunami disaster risk in Kuta Village. A descriptive qualitative method was employed, with data collected through in-depth interviews, field observations, and document studies. Informants included representatives from the Central Lombok Disaster Management Agency (BPBD), the village government, the Mandalika SAR Unit, local residents, and tourists. Data analysis was carried out by organizing, categorizing, describing, and interpreting the findings comprehensively. The results reveal that non-structural mitigation strategies have been implemented through socialization, education, and the installation of early warning systems (EWS). However, their effectiveness remains suboptimal. Community participation, particularly among traders and tourists, is still low due to socialization activities being scheduled during working hours. Furthermore, some mitigation infrastructures, such as EWS facilities and evacuation signs, are unevenly distributed and in poor condition. Nevertheless, several supporting factors were identified, including the active involvement of youth and financial support from the local government. Overall, the existing mitigation strategies need to be improved to reach all segments of society and to repair and expand existing infrastructures. This study recommends expanding more flexible education programs and integrating the tourism sector into the disaster mitigation system.

Keywords: *Non-Structural Mitigation, Tsunami, Community Preparedness, Kuta Village, West Nusa Tenggara.*