

## INTISARI

Pandemi COVID-19 menjadikan masyarakat semakin sadar pentingnya menjaga kesehatan, salah satunya adalah dengan mengkonsumsi obat tradisional untuk membantu meningkatkan kekebalan tubuh. Peningkatan konsumsi obat tradisional dimanfaatkan oleh beberapa pihak untuk mendapatkan keuntungan dengan menjual produk obat tradisional melalui *marketplace online*. Tidak sedikit promosi obat tradisional dilakukan dengan mencantumkan klaim yang tidak sesuai atau menggunakan klaim yang berlebihan (*overclaim*). Penelitian ini bertujuan untuk mengetahui tingkat kelengkapan informasi iklan dan menganalisis pelanggaran iklan obat tradisional yang dijual melalui *marketplace online*.

Penelitian ini bersifat deskriptif dengan pendekatan kuantitatif melalui instrumen (lembar observasi) yang dibuat berdasarkan Keputusan Kementerian kesehatan Nomor 386/MEN.KES/SK/IV/1994 dan Buku Pedoman Periklanan Obat Tradisional dan Suplemen Kesehatan (2014). Hasil observasi diperoleh melalui observasi secara luring pada materi iklan produk obat tradisional yang dijual melalui tiga *marketplace online* yaitu Shopee, Tokopedia, dan Bukalapak.

Hasil penelitian menunjukkan rata – rata persentase tingkat kelengkapan informasi iklan obat tradisional pada tiga *marketplace online* adalah 75%, golongan obat tradisional impor memiliki persentase kelengkapan tertinggi dengan nilai 79%. Sedangkan nilai rata – rata persentase pelanggaran iklan obat tradisional adalah 19%, dengan poin pelanggaran yang paling banyak terjadi yaitu iklan tidak mencantumkan spot “baca aturan pakai” dan “baca peringatan” dengan persentase iklan 81%.

Kata kunci: Analisis, iklan, obat tradisional, *marketplace online*.

## ABSTRACT

The COVID-19 pandemic has made people increasingly aware of the importance of maintaining health, one of which is by consuming traditional medicines to help increase immunity. The increasing consumption of traditional medicines is used by several parties to gain profits by selling traditional medicinal products through online marketplaces. The promotions of traditional medicine are sometimes carried out by including claims that are not appropriate or using excessive claims (overclaim). This study aims to determine the level of completeness of advertising information and evaluate violations of traditional medicine advertisements sold through online marketplaces.

This research is descriptive with a quantitative approach through instruments (observation sheets) based on *Keputusan Menteri Kesehatan Nomor 386/MEN.KES/SK/IV/1994* and the *Buku Pedoman Periklanan Obat Tradisional dan Suplemen Kesehatan by BPOM (2014)*. Data were obtained through offline observations on advertising materials for traditional medicinal products sold through three online marketplaces: Shopee, Tokopedia, and Bukalapak.

The results showed the average percentage level of completeness of information on traditional medicine advertisements in the three online marketplaces was 75%, the imported traditional medicine group had the highest percentage of completeness with a value of 79%. While the average value of the percentage of violations of traditional medicine advertisements is 19%, with the most violation points occurring, namely advertisements that do not include "baca aturan pakai" and "baca peringatan" spots, with an advertising percentage of 81%.

**Keywords:** evaluation, advertisement, traditional medicines, marketplace online.