

INTISARI

Terjadi peningkatan prevalensi pengobatan sendiri oleh masyarakat sejak masa pandemi COVID-19 khususnya untuk mengobati keluhan demam yang merupakan salah satu gejala utama COVID-19. Sumber informasi mengenai obat demam bisa masyarakat dapatkan dari iklan obat. Penelitian ini bertujuan untuk mengetahui hubungan faktor sosiodemografi dan iklan obat terhadap tindakan swamedikasi saat demam pada masyarakat Pulau Bawean di masa pandemi COVID-19.

Metode yang digunakan adalah metode kuesioner dengan desain *cross sectional*. Instrumen kuesioner disebarakan secara *online* dan *offline* diperoleh jumlah responden yang memenuhi kriteria sebanyak 196 masyarakat Pulau Bawean berusia 17-65 tahun dan dipilih dengan *convenience sampling*. Data yang diperoleh dianalisis dengan metode deskriptif dan analisis statistik *chi-square* digunakan dengan taraf kepercayaan 95% ($p < 0,05$).

Hasil penelitian menunjukkan bahwa sebanyak 57,1% responden memilih akan melakukan tindakan swamedikasi saat mengalami demam selama 6 bulan terakhir dan 42,9% memilih untuk tidak melakukan swamedikasi saat demam. Masih terdapat iklan obat demam yang belum mematuhi aturan yang ada. Hanya sosiodemografi jenis kelamin ($p=0,043$) dan status pendidikan ($p=0,042$) yang memiliki hubungan signifikan terhadap swamedikasi demam. Terdapat hubungan signifikan antara kriteria iklan obat meliputi informasi merk/ nama produk obat demam ($p=0,029$), informasi komposisi/ isi obat demam ($p=0,016$), informasi khasiat, keamanan, dan mutu obat demam ($p=0,038$), serta informasi/ ilustrasi yang sesuai dengan kegunaan obat demam ($p=0,004$) terhadap tindakan swamedikasi saat demam yang dilakukan masyarakat. Selain itu, komponen iklan obat meliputi penggunaan bahasa Indonesia yang baik dan benar ($p=0,028$), penggunaan lokasi/ suasana ($p=0,01$), dan penggunaan adegan, gambar, kata-kata sopan ($p=0,000$) memiliki hubungan signifikan terhadap tindakan swamedikasi saat demam.

Kata Kunci: swamedikasi, COVID-19, iklan obat, demam, kriteria iklan obat.

ABSTRACT

There has been an increase in the prevalence of self-medication by the community since the COVID-19 pandemic, especially to treat complaints which are one of the main symptoms of COVID-19. Sources of information about fever medicine can be obtained from drug advertisements. This study aims to determine the relationship between sociodemographic factors and drug advertisements on self-medication during fever in the Bawean Island community during the COVID-19 pandemic.

The method used is a questionnaire method with a cross-sectional design. The instruments were distributed online and offline. The number of respondents who met the criteria was 196 Bawean Islanders aged 17-65 years and selected by convenience sampling. The data obtained were analyzed by descriptive method and chi-square statistical analysis used with 95% confidence level ($p < 0.05$).

The results showed that as many as 57.1% of respondents chose to take self-medication when they had a fever for the last 6 months and 42.9% chose not to do self-medication. There are still cold medicine advertisements that do not comply with existing regulations. Only sociodemographic gender ($p = 0.043$) and educational status ($p = 0.042$) had a significant relationship with fever self-medication. There was a significant relationship between drug advertising criteria including brand information/name of fever medicine ($p = 0.029$), information on composition/content of fever medicine ($p = 0.016$), information on efficacy, safety, and quality of fever medicine ($p = 0.038$), as well as information on / illustration that is by the use of fever medicine ($p = 0.004$) for self-medication during a fever that is carried out by the community. In addition, the components of drug advertisements include the use of good and correct Indonesian ($p = 0.028$), the use of location/atmosphere ($p = 0.01$), and the use of places, pictures, polite words ($p = 0.000$) have a significant relationship against self-medication during fever.

Keywords: *self-medication, COVID-19, drug advertisement, fever, criteria for drug advertisement*