

INTISARI

Bentuk peran aktif masyarakat dalam mengupayakan kesehatannya saat batuk adalah dengan melakukan swamedikasi. Perilaku swamedikasi yang tepat dan tidak tepat dapat dipengaruhi oleh keterbatasan pengetahuan yang dimiliki masyarakat. Masyarakat biasanya memperoleh informasi tentang produk obat batuk dari media iklan. Penelitian ini bertujuan untuk mengetahui hubungan iklan obat dan tingkat pengetahuan terhadap perilaku swamedikasi saat batuk pada masyarakat di Kabupaten Pati.

Rancangan penelitian adalah observasional dengan pendekatan *cross sectional*. Metode yang digunakan dalam penelitian ini adalah metode survei dengan alat bantu kuesioner. Kuesioner disebarakan secara *online* dan *offline* dengan teknik *convenience sampling* pada masyarakat yang berdomisili di Kabupaten Pati. Data yang diperoleh dianalisis dengan metode deskriptif dan analisis statistik *chi square* dengan signifikansi pada nilai probabilitas $<0,05$.

Hasil penelitian menunjukkan bahwa sebanyak 80,8% responden yakin dengan kebenaran informasi iklan obat batuk. Sebanyak 52,2% masyarakat Kabupaten Pati memiliki tingkat pengetahuan swamedikasi rendah. Responden sebanyak 84,8% memilih melakukan swamedikasi saat batuk. Karakteristik masyarakat berupa tempat tinggal ($p=0,006$), jenis kelamin ($p=0,011$), usia ($p=0,019$), dan status pendidikan ($p=0,001$) memiliki hubungan yang signifikan terhadap tingkat pengetahuan swamedikasi. Karakteristik masyarakat berupa usia ($p=0,044$) memiliki hubungan yang signifikan terhadap perilaku swamedikasi saat batuk. Tidak terdapat hubungan yang signifikan antara tingkat pengetahuan swamedikasi terhadap perilaku swamedikasi saat batuk ($p=0,227$). Kriteria iklan obat yang memiliki hubungan signifikan terhadap perilaku swamedikasi saat batuk hanya ilustrasi yang berlebihan dalam iklan obat batuk ($p=0,011$).

Kata Kunci: swamedikasi, iklan obat, tingkat pengetahuan, batuk.

ABSTRACT

The active role of the community in seeking their health when coughing is by self-medication. Appropriate and inappropriate self-medication behavior can be influenced by the limited knowledge possessed by the community. People usually get information about cough medicine products from advertising media. This study aims to determine the relationship between drug advertising and the level of knowledge on self-medication behavior when coughing in people in Pati Regency.

The research design was observational with a cross sectional approach. The method used in this research is a survey method with a questionnaire as a tool. The questionnaires were distributed online and offline using a convenience sampling technique to people who live in Pati Regency. The data obtained were analyzed by descriptive methods and chi square statistical analysis with a significance value of probability <0.05 .

The results showed that as many as 80.8% of respondents believed in the truth of the cough medicine advertisement information. As many as 52.2% of the people of Pati Regency have a low level of self-medication knowledge. Respondents as much as 84.8% chose to do self-medication when coughing. Community characteristics such as place of residence ($p=0.006$), gender ($p=0.011$), age ($p=0.019$), and educational status ($p=0.001$) had a significant relationship to the level of self-medication knowledge. Characteristics of the community in the form of age ($p = 0.044$) had a significant relationship with self-medication behavior when coughing. There was no significant relationship between the level of self-medication knowledge and self-medication behavior when coughing ($p=0.227$). The criteria for drug advertisements that have a significant relationship with self-medication behavior when coughing is only an illustration of an excessive amount in cough medicine advertisements ($p=0.011$).

Keywords: *self-medication, drug advertisement, level of knowledge, cough.*