

## INTISARI

Pengetahuan mengenai obat generik masih tergolong rendah dan banyak yang menganggap obat generik memiliki efek terapi yang lebih rendah dibandingkan obat bermerek. Persepsi negatif ini mengakibatkan pola pikir yang buruk. Penelitian ini bertujuan untuk mengetahui gambaran tingkat pengetahuan dan persepsi masyarakat mengenai obat generik di wilayah Kabupaten Sleman.

Penelitian ini adalah penelitian deskriptif kuantitatif non-eksperimental dengan desain *cross-sectional* melalui kuesioner secara daring (*google form*) dan luring (formular cetak). Metode pengambilan sampel menggunakan *accidental sampling* dengan 114 responden berusia 20-64 tahun dan berdomisili di Kabupaten Sleman. Analisis data melibatkan uji deskriptif dan uji Chi-square untuk mengevaluasi korelasi antar variabel.

Hasil analisis tingkat pengetahuan mengenai obat generik menunjukkan sebanyak 72 (63,16%) responden berpengetahuan baik ( $\text{skor} \geq 76\%$ ), 28 (24,56%) responden berpengetahuan cukup ( $\text{skor } 56-75\%$ ), dan 14 (12,28%) responden berpengetahuan kurang ( $\text{skor} < 56\%$ ). Terdapat hubungan signifikan pada nilai  $p < 0,05$  antara usia ( $p=0,002$ ); pendidikan ( $p=0,000$ ); dan pekerjaan ( $p=0,022$ ) terhadap tingkat pengetahuan mengenai obat generik. Kemudian, hasil analisis persepsi mengenai obat generik menunjukkan sebanyak 57 (50%) responden berpersepsi baik, 42 (36,84%) responden berpersepsi cukup, dan 15 (13,16%) responden berpersepsi kurang. Terdapat hubungan signifikan pada nilai  $p < 0,05$  antara usia ( $p=0,019$ ) dan pendidikan ( $p=0,003$ ) terhadap tingkat persepsi mengenai obat generik. Serta, terdapat hubungan antara pengetahuan dengan persepsi ( $p=0,000$ ) masyarakat mengenai obat generik.

**Kata kunci :** Obat generik, pengetahuan, persepsi.

## ABSTRACT

*Knowledge about generic drugs is still relatively low and many people think that generic drugs have a lower therapeutic effect than branded drugs. This negative perception results in bad thinking patterns. This research aims to determine the level of knowledge and perception of the public regarding generic drugs in the Sleman Regency area.*

*This research is a non-experimental quantitative descriptive study with a cross-sectional design using online (google form) and offline (printed form) questionnaires. The sampling method used accidental sampling with 114 respondents aged 20-64 years and domiciled in Sleman Regency. Data analysis involved descriptive tests and Chi-square tests to evaluate correlations between variables.*

*The results of the analysis of the level of knowledge regarding generic drugs showed that 72 (63.16%) respondents had good knowledge (score  $\geq 76\%$ ), 28 (24.56%) respondents had sufficient knowledge (score 56-75%), and 14 (12.28%) respondents have less knowledge (score  $< 56\%$ ). There is a significant relationship at  $p$  value  $< 0.05$  between age ( $p=0.002$ ); education ( $p=0.000$ ); and employment ( $p=0.022$ ) on the level of knowledge of generic drugs. Then, the results of the perception analysis regarding generic drugs showed that 57 (50%) respondents had a good perception, 42 (36.84%) respondents had a fair perception, and 15 (13.16%) respondents had a poor perception. There is a significant relationship at  $p$  value  $< 0.05$  between age ( $p=0.019$ ) and education ( $p=0.003$ ) on the level of perception of knowledge of generic drugs. Also, there is a relationship between knowledge and perception ( $p=0,000$ ) of the community about generic drugs.*

**Keywords:** *Generic drugs, knowledge, perception.*