

## INTISARI

*Common cold* adalah penyakit ringan yang menyerang saluran pernapasan atas yang umum dialami oleh semua orang. Terdapat beberapa bentuk perilaku pencarian kesehatan ketika seseorang mengalami *common cold* yaitu tidak melakukan pencarian pengobatan, swamedikasi, pergi ke layanan kesehatan modern, atau pergi ke layanan kesehatan tradisional yang dapat dipengaruhi faktor karakteristik sosiodemografi dan pengetahuan. Penelitian ini bertujuan untuk mengetahui gambaran dan hubungan pengetahuan swamedikasi seseorang terhadap perilaku pencarian pengobatan saat mengalami *common cold* dengan gejala demam ringan, pilek, dan/atau disertai batuk.

Penelitian noneksperimental ini menggunakan desain *cross-sectional*. Pengumpulan data penelitian dilakukan dengan menyebarkan kuesioner *online* (*Google Form*) dengan teknik *convenience sampling*. Subjek penelitian ini adalah masyarakat Kabupaten Sleman, Provinsi Daerah Istimewa Yogyakarta yang pernah mengalami *common cold* dengan tanda gejala demam ringan, pilek, dan/atau disertai batuk. Kuesioner disebarkan kepada minimal 100 responden sebagai sampel penelitian. Analisis data penelitian dilakukan secara deskriptif-analitik dan statistik menggunakan uji *Mann-Whitney*, *Kruskal-Wallis*, dan *Spearman Rank Correlation*.

Hasil analisis menunjukkan bahwa tidak terdapat hubungan antara pengetahuan swamedikasi *common cold* terhadap perilaku pencarian pengobatan pada masyarakat Kabupaten Sleman. Persentase rerata skor total pengetahuan swamedikasi *common cold* 79,53% yang termasuk kategori baik. Sebanyak 103 responden (100%) mengetahui bahwa obat dapat mengobati jika digunakan sesuai aturan pakai, obat memiliki efek terapi sekaligus efek samping, perlunya memperhatikan bentuk kemasan dan kadaluarsa obat, serta indikasi Parasetamol. Urutan kecenderungan perilaku pencarian pengobatan responden ketika mengalami *common cold* adalah swamedikasi, tidak melakukan pencarian pengobatan, pergi ke layanan kesehatan modern, dan pergi ke layanan kesehatan tradisional. Uji statistik menunjukkan tidak terdapat perbedaan pengetahuan swamedikasi *common cold* yang signifikan antar kelompok karakteristik sosiodemografi (*p-value* > 0,05), terdapat perbedaan perilaku pencarian pengobatan layanan kesehatan tradisional pada jenis kelamin (*p-value* 0,002) serta pada tingkat pendidikan terakhir (*p-value* 0,028), tidak terdapat perbedaan signifikan perilaku pencarian pengobatan swamedikasi, layanan kesehatan modern, dan layanan kesehatan tradisional dengan karakteristik sosiodemografi (*p-value* > 0,05).

**Kata kunci:** swamedikasi, *common cold*, perilaku pencarian pengobatan

## ABSTRACT

*Common cold is a mild illness that affects the upper respiratory tract and is commonly experienced by everyone. There are several forms of health-seeking behavior when someone has a common cold, such as not seeking treatment, self-medication, modern healthcare services, or traditional healthcare services, which can be influenced by sociodemographic characteristics and knowledge. This study aims to describe and determine relationship between self-medication knowledge and health-seeking behavior when experiencing common cold with symptoms of mild fever, runny nose, and/or cough.*

*This non-experimental study used a cross-sectional design. Data collection was conducted by distributing online questionnaires (Google Forms) using a convenience sampling technique. The research subjects were residents of Sleman Regency, Daerah Istimewa Yogyakarta, who had experienced common cold with symptoms of mild fever, runny nose, and/or cough. The questionnaire was distributed to minimal 100 respondents as research samples. Data analysis was conducted descriptively and statistically using the Mann-Whitney, Kruskal-Wallis, and Spearman Rank Correlation tests.*

*The results of the analysis indicate that there is no relationship between knowledge of common cold self-medication and health-seeking behavior in the community of Sleman Regency. The average total score for common cold self-medication knowledge was 79.53%, which is good category. A total of 103 respondents (100%) knew that medication can cure if used according to the instructions, that drugs have both therapeutic effects and side effects, the need to pay attention to the packaging and expiration date of drugs, and the indications of Paracetamol. The order of health-seeking behavior tendencies among respondents when experiencing a common cold are self-medication, not seeking treatment, going to modern healthcare services, and going to traditional healthcare services. Statistical tests showed no significant difference in common cold self-medication knowledge among sociodemographic groups ( $p\text{-value} > 0.05$ ). There were significant differences in the health-seeking behavior of traditional healthcare services based on gender ( $p\text{-value} 0.002$ ) and the level of education ( $p\text{-value} 0.028$ ). However, there were no significant differences in the health-seeking behaviors of self-medication, modern healthcare services, and traditional healthcare services based on sociodemographic characteristics ( $p\text{-value} > 0.05$ ).*

**Keywords:** *self-medication, common cold, health-seeking behavior*