

INTISARI

Common cold merupakan salah satu penyakit yang pasti pernah dialami oleh setiap orang. Gejala yang umum dialami ketika *common cold* adalah demam ringan, pilek, dan batuk. Perilaku pencarian pengobatan seseorang saat mengalami *common cold* bermacam-macam, meskipun tujuan pengobatannya sama, yakni kesembuhan. Penelitian ini bertujuan untuk mengetahui perbedaan pengetahuan swamedikasi *common cold* berdasarkan karakteristik sosiodemografi, perbedaan perilaku pencarian pengobatan berdasarkan karakteristik sosiodemografi, dan hubungan pengetahuan swamedikasi *common cold* terhadap perilaku pencarian pengobatan masyarakat saat mengalami *common cold*.

Penelitian berjenis kuantitatif observasional deskriptif ini menggunakan desain *cross-sectional*. Pengumpulan data penelitian dilakukan melalui penyebaran kuesioner *online* (*Google Form*) dengan teknik *convenience sampling* pada bulan November 2024. Subjek penelitian merupakan masyarakat Kabupaten Sukoharjo yang memenuhi kriteria inklusi. Analisis data dilakukan secara statistik deskriptif dan analitik menggunakan *IBM SPSS Statistics 30* dengan uji *Mann-Whitney*, *Kruskal-Wallis*, dan *Spearman Rank Correlation* (taraf kepercayaan 95%).

Jumlah responden penelitian sebanyak 112. Rata-rata skor pengetahuan swamedikasi *common cold* sebesar $12,18 \pm 2,56$ (70,59%). Urutan kecenderungan responden saat mengalami *common cold* adalah tidak melakukan upaya pencarian pengobatan ($3,03 \pm 1,09$), melakukan pencarian pengobatan secara swamedikasi ($2,95 \pm 0,51$), melakukan pencarian pengobatan pada layanan kesehatan modern ($2,00 \pm 0,69$), dan melakukan pencarian pengobatan pada layanan kesehatan tradisional ($1,15 \pm 0,45$). Uji statistik menunjukkan adanya perbedaan signifikan pengetahuan swamedikasi *common cold* berdasarkan jenis kelamin ($p\text{-value} = 0,006$) dan tingkat pendidikan terakhir ($p\text{-value} = 0,016$). Terdapat perbedaan signifikan perilaku pencarian pengobatan pada layanan kesehatan tradisional berdasarkan usia ($p\text{-value} = 0,006$). Tidak terdapat hubungan signifikan antara pengetahuan swamedikasi *common cold* terhadap perilaku pencarian pengobatan ($p\text{-value} \geq 0,05$).

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

ABSTRACT

Common cold is one of the diseases that everyone has definitely experienced. Common symptoms experienced when having a common cold are mild fever, runny nose, and cough. A person's treatment-seeking behavior when experiencing a common cold, although the goal of treatment is the same, namely healing. This study aims to determine the differences in knowledge of self-medication for common cold based on sociodemographic characteristics, differences in treatment-seeking behavior base on sociodemographic characteristics, and the relationship between knowledge of self-medication for common cold and community treatment-seeking behavior when experiencing a common cold.

This quantitative observational descriptive study uses a cross-sectional design. Data was collected by distributing online questionnaires (Google Form) with convenience sampling techniques in November 2024. The subjects were the people of Kabupaten Sukoharjo who met the inclusion criteria. Data analysis was carried out using descriptive and analytical statistics using IBM SPSS Statistics 30 with Mann-Whitney, Kruskal-Wallis, and Spearman Rank Correlation tests (95% confidence level).

The number of respondents in the study was 112. The average score of knowledge of self-medication for common cold was $12,18 \pm 2,56$ (70,59%). The order of respondent's tendencies when experiencing common cold was not seeking treatment ($3,03 \pm 1,09$), seeking treatment through self-medication ($2,95 \pm 0,51$), seeking treatment at modern health services ($2,00 \pm 0,69$), and seeking treatment at traditional health services ($1,15 \pm 0,45$). Statistical tests showed significant differences in knowledge of self-medication for common cold based on gender ($p\text{-value} = 0,006$) and last level of education ($p\text{-value} = 0,016$). There was a significant difference in behavior in seeking treatment at traditional health services base on age ($p\text{-value} = 0,006$). There was no significant relationship between knowledge of self-medication for common cold and treatment-seeking behavior ($p\text{-value} \geq 0,05$).

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