

DAFTAR PUSTAKA

- Becker, M.H. (1974). *The Health Belief Model and Personal Health Behaviour*, 2th edition. Charles B. Slack Inc, New Jersey.
- BPOM. (2004). *Pengobatan Sendiri*. Majalah Info Pom., 5(6), 1-5.
- Depkes RI. (2006). *Pedoman Penggunaan Obat Bebas Dan Terbatas*. Departemen Kesehatan Republik Indonesia, Jakarta.
- Depkes RI. (2008). *Materi Pelatihan Pengetahuan dan Keterampilan Memilih Obat Bagi Tenaga Kesehatan*. Departemen Kesehatan RI, Jakarta.
- FIP (1999). *Joint Statement by The International Pharmaceutical Federation (FIP) and The World Self Medication Industry (WSMI): Responsible Self-Medication*. FIP & WSMI.
- Galato. D., Galafassi. L.M., Alano. G.M., dan Trauthman. S.C. (2009). Responsible Selfmedication: Review of The Process of Pharmaceutical Attendance. *Brazilian Journal of Pharmaceutical Sciences*, 45(4), 625-633.
- Guion, L. A., Diehl, . C., McDonald, D. (2011). Conducting In-Depth Interview. *IFAS Extension*. Tersedia di <http://edis.ifas.ufl.edu> diakses pada 7 juli 2017.
- Hawkins, D. I. dan Mothersbough, D. L. (2013). *Customer Behavior, Building Marketing Strategy*, 12th edition. Mc Graw Hill Education, Singapore.
- Holt, G.A. dan Edwin, L.H. (1986). The Pros and Cons of Self-Medication. *Journals of Pharmaceutical Technology*. 2(5), 213-218.

- Kotler, P. dan Armstrong, G. (2012). *Principal of Marketing*, Global Edition 14th edition. Pearson Prentice Hall, New Jearsey
- Kotler, P. dan Keller K. L. (2012). *Management Marketing*, 14th edition. Pearson Prentice Hall, New Jersey
- Miles, M.B., Huberman, A.M., Saldana, J. (2014). *Qualitative Data Analysis, A Methods Sourcebook*, 3th edition. Sage Publications, USA
- Mitchel, J. C. (1983). Case and Situation Analysis. *Sociological Review*, 31: 187-211.
- Phalke, V.D., Phalke, D.B., dan Durgawale, P.M. (2006). Self-Medication Practices in Rural Maharashtra. *Indian J Community Med.* 31(1), 34-35.
- Rosenstock, I.M. (1966). Why People Use Health Services. *The Millbank Memorial Fund Quarterly.* 44, 94–124.
- Sukasediati, N. dan Sundari, D. (1996). *Tinjauan Hasil Penelitian Tanaman Obat di Berbagai Institut III*. Departemen Kesehatan RI, Jakarta.
- Suryawati, S. (1997). *Menuju Swamedikasi Yang Rasional*. Pusat Studi Farmakologi Klinik dan Kebijakan Obat. Universitas Gadjah Mada, Jogjakarta.
- Thomas, R. D. (2006). A General Inductive Approach for Analyzing Qualitative Evaluation Data. *American Journal of Evaluation.* 27(2), 237-246.
- World Health Organization. (1998). The Role of The Pharmacist in Self-care and Selfmedication. *World Health Organization*. Tersedia di <http://apps.who.int/medicinedocs/en/d/Jwhozip32e/> diakses pada 2 November 2017.

World Health Organization. (2000). Guidelines for the Regulatory Assessment of Medicinal Products for use in Self-Medication. *World Health Organization*. Tersedia di <http://apps.who.int/medicinedocs/en/> diakses pada 2 November 2017.

World Self-Medication Industry. (2010). *Responsible Self-care and Self-medication: A Worldwide Review of Consumer Surveys*. Ferney-Voltare. WSMI.