

## DAFTAR PUSTAKA

- Adipranata, R., Lestiowati, T., & Wiryono, S., 2010, E-market Place Sebagai Sarana Transaksi Lelang Online.
- Afif, A., 2015, 'Hubungan Tingkat Pengetahuan Dengan Ketepatan Penggunaan Obat Analgetik Pada Swamedikasi Nyeri Di Masyarakat Kabupaten Demak', Thesis, Fakultas Farmasi, S.Farm, Universitas Muhammadiyah Surakarta, Solo.
- Ahmad, A., Patel, I., Mohanta, G., & Balkrishnan, R., 2014, Evaluation of self medication practices in rural area of town Sahaswan at Northern India, *Annals of Medical and Health Sciences Research*, 4(8), 73.
- Ali, S. E., Ibrahim, M. I. M., & Palaian, S., 2010, Medication storage and self-medication behaviour amongst female students in Malaysia, *Pharmacy Practice*, 8(4), 226–232.
- Alshammari, T. M., Devadasu, V. R., & Rathnam, R. P., 2017, Comparison of the safety information on drug labels in three developed countries: The USA, UK and Canada, *Saudi Pharmaceutical Journal*, 25(8), 1103–1107.
- Arikunto, S., 1999, *Prosedur Penelitian Suatu Pendekatan Praktis*, Rineka Cipta, Jakarta.
- Asosiasi Penyelenggara Jasa Internet Indonesia, 2016, *Infografis: Penetrasi dan Perilaku Pengguna Internet Indonesia*, Jakarta, Retrieved from <https://www.apjii.or.id>
- Ayalew, M. B., 2017, Self-medication practice in Ethiopia: A systematic review, *Patient Preference and Adherence*, 11, 401–413.
- Azwar, S., 1989, *Validitas dan Reliabilitas*, Rineka Cipta, Jakarta.
- Badan Pengawas Obat dan Makanan, 201, IONI PARASETAMOL (ASETAMINOFEN), Retrieved January 31, 2018, from <http://pionas.pom.go.id/monografi/parasetamol-asetaminofen>
- Badan Pengawas Obat dan Makanan, 2018a, IONI PIO Nasional, Retrieved May 31, 2018, from <http://pionas.pom.go.id/ioni>
- Badan Pengawas Obat dan Makanan, 2018b, PEDOMAN UMUM PIO Nasional, Retrieved May 31, 2018, from <http://pionas.pom.go.id/ioni/pedoman-umum>
- Badarudeen, S., & Sabharwal, S., 2010, Assessing readability of patient education materials: Current role in orthopaedic, *Clinical Orthopaedics and Related Research*, 468(10), 2572–2580.
- Bakos, J. Y., 1991, A strategic analysis of electronic marketplaces, *MIS*

*Quarterly*, 15(3), 295–310.

- Bennadi, D., 2014, Self-medication: A current challenge, *Journal of Basic and Clinical Pharmacy*, 5(1), 19.
- Bertolini, A., Ferrari, A., Ottani, A., Guerzoni, S., Tacchi, R., & Leone, S., 2006, Paracetamol: New vistas of an old drug, *CNS Drug Reviews*, 12(3–4), 250–275.
- Biro Hukum dan Humas Badan POM RI., 2014, Pemberantasan Peredaran Produk Ilegal Yang Dipasarkan Secara Online Melalui Operasi Pangea VII, Retrieved January 24, 2018, from <http://www.pom.go.id/mobile/index.php/view/pers/229/Pemberantasan-Peredaran-Produk-Ilegal-Yang-Dipasarkan-Secara-Online-Melalui-Operasi-Pangea-VII.html>
- Brunn, P., Jensen, M., & Skovgaard, J., 2002, e-Marketplaces: Crafting a winning strategy, *European Management Journal*, 20(3), 286–298.
- Chubaty, A., Sadowski, C. A., & Carrie, A. G., 2009, Typeface legibility of patient information leaflets intended for community-dwelling seniors, *Age and Ageing*, 38(4), 441–447. <https://doi.org/10.1093/ageing/afp065>
- Cinthy, S. E., Pradipta, I. S., & Abdulah, R., 2012, Penggunaan Obat Penginduksi Kerusakan Hati pada Pasien Rawat Inap Penyakit Hati Administration of Drug Induce Liver Injury to the Inpatients with Liver Disease, *Jurnal Farmasi Klinik Indonesia*, 1, 4–9.
- Cline, R. J., & Haynes, K. M., 2001, Consumer health information seeking on the Internet: the state of the art, *Health Education Research*, 16(6), 671–692. <https://doi.org/10.1093/her/16.6.671>
- Dapurhosting., 2018, Register Nama Domain Indonesia (.ID) | Syarat Registrasi .ID, Retrieved April 26, 2018, from <http://dapurhosting.com/domain-id>
- Departemen Kesehatan Republik Indonesia, 2007, Pedoman penggunaan obat bebas dan bebas terbatas, 1, 1–80.
- Direktorat Jenderal Pelayanan Kefarmasian dan Alat Kesehatan, 1949, Undang-Undang Obat Keras, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Dobbs, T., Neal, G., Hutchings, H. A., & Whitaker, I. S., 2017, The Readability of Online Patient Resources for Skin Cancer Treatment, *Oncology and Therapy*, 5(2), 149–160.
- Duke, J., Friedlin, J., & Ryan, P., 2011, A Quantitative Analysis of Adverse Events and “Overwarning” in Drug Labeling, *Archives of Internal Medicine*, 171(10), 941.
- ECommerce, S., 2014, Indonesia ’ s eCommerce Landscape 2014 : Insights into

One of Asia Pacific 's, *Whitepaper*, 1–16.

- ecommerceiq., 2016, Top Ecommerce Sites and Apps in Indonesia | ecommerceIQ, Retrieved April 22, 2017, from <https://ecommerceiq.asia/top-ecommerce-sites-indonesia/>
- El-Nimr, N. A., Wahdan, I. M. H., Wahdan, A. M. H., & Kotb, R. E., 2015, Self-medication with drugs and complementary and alternative medicines in Alexandria, Egypt: prevalence, patterns and determinants, *Eastern Mediterranean Health Journal*, 21(4), 256–265.
- Eldin, S. H. N., & ELKhawad, A. O., 2014, Self-medication with Antibiotics among Patients Attending Community Pharmacies in Khartoum City, *Sudan Journal of Rational Use of Medicine*, (6), 14–15. Retrieved from <http://apps.who.int/medicinedocs/documents/s22205en/s22205en.pdf>
- Ferguson, R., & Samuel, E., 2014, *Keeping Families Safe Around Medicine. Safe Kids Worldwide*, Safe Kids Worldwide, Washington DC
- Freischlad, N., 2016, Tokopedia says it hit the 1 million merchants mark, Retrieved April 25, 2018, from <https://www.techinasia.com/tokopedia-hit-1-million-merchants-mark>
- Freischlad, N., 2017, Shopee says it's Indonesias largest ecommerce company, Retrieved April 25, 2018, from <https://www.techinasia.com/shopee-winning-indonesia>
- Gao, J., 1999, Electronic Markets and Marketplaces, *Computer Information & System Engineering*, 30(6), 484–497.
- Garrett, S., & Skevington, P., 2013, An introduction to electronic commerce, *BT Technology Journal*, 2(4), 190–193.
- Ghoshal, M., & Walji, M. F., 2006, Quality of medication information available on retail pharmacy Web sites, *Research in Social and Administrative Pharmacy*, 2(4), 479–498.
- Gyasi, W., 2013, Readability and Health Communication: An Analysis of the Readability of Commonly Used Malaria Drugs Information Leaflets in Cape Coast, Ghana, *IOSR Journal of Research & Method in Education (IOSRJRME)*, 2(4), 17–25.
- Healthcare, G. C., 2015, PANADOL® Tablets, PANADOL® Mini Caps and PANADOL® Suppositories 500, Retrieved January 31, 2018, from <http://www.medsafe.govt.nz/Consumers/CMI/p/panadoltab.pdf>
- Institute of Education Sciences National Assessment of Adult Literacy, 2011, National Assessment of Adult Literacy (NAAL), Retrieved May 3, 2018, from <https://nces.ed.gov/naal/>

- International Labour Organization, 2015, *Tren Tenaga Kerja dan Sosial di Indonesia 2014 - 2015* (1st ed), ILO, Jakarta.
- Jozwiak-Bebenista, M., & Nowak, J. Z., 2014, Paracetamol: Mechanism of action, applications and safety concern, *Acta Poloniae Pharmaceutica - Drug Research*, 71(1), 11–23.
- Katzung, B. G., 2002, *Farmakologi Dasar dan Klinik*, Salemba Medika, Jakarta.
- Kaushal, J., Gupta, M., Jindal, P., & Verma, S., 2012, Self-medication patterns and drug use behavior in housewives belonging to the middle income group in a city in northern India, *Indian Journal of Community Medicine*, 37(1), 16.
- Kementerian Kesehatan RI, 1998, Peraturan Pemerintah Republik Indonesia Nomor 72 Tahun 1998 Tentang Pengamanan Sediaan Farmasi dan Alat Kesehatan, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Kementerian Kesehatan RI., 2009, Peraturan Pemerintah Republik Indonesia Nomor 51 tahun 2009 Tentang Pekerjaan Kefarmasian, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Kementerian Kesehatan RI, 2016, PMK RI No. 72/2016 Standar Pelayanan Kefarmasian di Rumah Sakit, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Kementerian Kesehatan RI, 2016, PMK RI No. 73/2016 Standar Pelayanan Kefarmasian di Apotek, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Kementerian Kesehatan RI, 2016, PMK RI No. 74/2016 Standar Pelayanan Kefarmasian di Puskesmas, Jakarta, Kementerian Kesehatan Republik Indonesia.
- Kementerian Komunikasi dan Informatika, 2008, Undang-Undang Republik Indonesia Nomor 14 Tahun 2008 Tentang Keterbukaan Informasi Publik Jakarta, Kementerian Komunikasi dan Informatika.
- Kementerian Perdagangan Republik Indonesia, 2016, Peraturan Pemerintah Tentang-Transaksi Perdagangan Melalui Transaksi Elektronik, Jakarta, Kementerian Perdagangan Republik Indonesia. Retrieved from [http://www.kemendag.go.id/files/draft\\_regulasi/2016/06/03/peraturan-pemerintah-tentang-transaksi-perdagangan-melalui-transaksi-elektronik-id-1464936753.pdf](http://www.kemendag.go.id/files/draft_regulasi/2016/06/03/peraturan-pemerintah-tentang-transaksi-perdagangan-melalui-transaksi-elektronik-id-1464936753.pdf)
- Kher, A., Johnson, S., & Griffith, R., 2017, Readability Assessment of Online Patient Education Material on Congestive Heart Failure, *Advances In Preventive Medicine*, 2017, 1–8.
- Kitchel, J. E., 2018, APH — Guidelines for Print Document Design, Retrieved May 31, 2018, from <http://www.aph.org/research/design-guidelines/>

- Lapidus, M., & Dryankova-Bond, I., 2014, Free Drug Information Resources on the Internet, *Journal of Consumer Health On the Internet*, 18(4), 367–376.
- Liang, B. A., & Mackey, T. K., 2012, Online availability and safety of drugs in shortage: a descriptive study of internet vendor characteristics, *Journal of Medical Internet Research*, 14(1), 1–9.
- Lilley, L. L., Collins, S. R., Snyder, J. S., & Savoca, D., 2012, *Pharmacology & Nursing Process*. Mosby, Retrieved from [https://books.google.com.my/books?id=VEtR5GiUYv8C&printsec=frontcover&dq=elsevier+evolve+chapter+11+analgesic+drug&hl=en&sa=X&redir\\_esc=y#v=onepage&q=elsevier+evolve+chapter+11+analgesic+drug&f=false](https://books.google.com.my/books?id=VEtR5GiUYv8C&printsec=frontcover&dq=elsevier+evolve+chapter+11+analgesic+drug&hl=en&sa=X&redir_esc=y#v=onepage&q=elsevier+evolve+chapter+11+analgesic+drug&f=false)
- Mandjur., 2017, Toko Obat Mandjur, Retrieved May 7, 2018, from <http://www.mandjur.co.id/>
- McHugh, M. L., 2012, Interrater reliability: the kappa statistic. *Biochemia Medica*, 22(3), 276–82.
- Ministry of Surgical and Emergency Medicine Services Unit Medical Development Section of the Medical Development Division Health., 2013, *Pain Management Handbook*.
- Mutschler, E., 1991, *Dinamika Obat* (5th ed.), Penerbit ITB, Bandung.
- My Byline Media., 2017, The Gunning Fog Readability Formula, Retrieved December 27, 2017, from <http://www.readabilityformulas.com/gunning-fog-readability-formula.php>
- Nofa, S., 2017, Penjualan Obat Online Vs Apotek Online VS Marketplace Farmasi.
- Parulekar, M., & Mekoth, N., 2017, Insights Into Self-medication., *International Journal of Pharmaceutical Sciences and Business Management*, 5(2), 1–15.
- Patel, C. R., Sanghvi, S., Cherla, D. V., Baredes, S., & Eloy, J. A., 2012, Readability assessment of internet-based patient education materials related to parathyroid surgery, *The Laryngoscope*, 122(7), 1649–1654.
- Prabowo, A., W. B., & Vanany, I., 2012, Analisis Kebijakan Penggunaan Obat Generik di Indonesia serta Dampaknya pada Biaya Belanja Obat Masyarakat Studi Kasus pada Obat Penyakit Diabetes Menggunakan Pendekatan Sistem Dinamik, *Jurnal Teknik Its*, 1(1), 592–594.
- Pranowo, D. D., 1998, 'Alat Ukur Keterbacaan Teks Berbahasa Indonesia (Thesis in Indonesian)', *Tesis*, M.Pd, Magister Pendidikan bidang Penelitian dan Evaluasi Pendidikan, Pasca Sarjana IKIP Yogyakarta. Retrieved from [http://staff.uny.ac.id/sites/default/files/131764502/Artikel\\_TESIS\\_S2\\_JOKO.pdf](http://staff.uny.ac.id/sites/default/files/131764502/Artikel_TESIS_S2_JOKO.pdf)

- PubMed Health., 2015, Drug names and classes - National Library of Medicine - PubMed Health, Retrieved May 31, 2018, from <https://www.ncbi.nlm.nih.gov/pubmedhealth/drug-names-and-classes/>
- Rakhmawatie, M. D., & Anggraini, M. T., 2010, 'Evaluasi Perilaku Pengobatan Sendiri Terhadap Pencapaian Program Indonesia Sehat 2010', *Prosiding Seminar Nasional Unimus*, 73–80.
- Rossignoli, C., & Ricciardi, F., 2015, *Electronic Marketplaces* (pp. 97–115), Springer, Cham.
- Sandler, D. P., Smith, J. C., Weinberg, C. R., Buckalew, V. M., Dennis, V. W., Blythe, W. B., & Burgess, W. P., 1989, Analgesic Use and Chronic Renal Disease, *New England Journal of Medicine*, 320(19), 1238–1243.
- Sandhusen, Richard., 2008, *Marketing Barron's Educational Series*, New York cit Pradana, M., 2015, Klasifikasi Jenis-Jenis Bisnis E-Commerce, *Universitas Telkom Bandung*, 9(2), 32–40.
- Saptono, D., 2014, 'Perbandingan Formula Gunning Fog Indeks dan Flesch Level pada Uji Keterbacaan Teks', *Prosiding Seminar Ilmiah Nasional Komputer Dan Sistem Intelijen*, 8(Kommit), 155–162.
- Siswandono, & Soekardjo, B., 2008, *Kimia Medisinal*, Airlangga University Press, Surabaya.
- Sitinjak, T. J., & Sugiarto, 2006, *Lisrel*, Graha Ilmu, Yogyakarta.
- Supardi, S., Handayani, R. S., Herman, M. ., Raharni, & Susyanty, A. L., 2012, Kajian Peraturan Perundang-Undangan tentang Pemberian Informasi Obat dan Obat Tradisional di Indonesia, *Jurnal Kefarmasian Indonesia*, 2(1), 20–27.
- Svarstad, B. L., Bultman, D. C., Mount, J. K., & Tabak, E. R., 2003, Evaluation of written prescription information provided in community pharmacies: a study in eight states, *Journal of the American Pharmacists Association*, 43(3), 383–393.
- Tan, H. T., & Raharja, K., 2008, *Obat-Obat Penting* (6th ed.), Gramedia, Jakarta.
- Tao, D., LeRouge, C. M., Deckard, G., & De Leo, G., 2012, Consumer perspectives on quality attributes in evaluating health websites, *Hawaii International Conference on System Sciences*, 2675–2684.
- Tetuko, A., 2015, Pola Penggunaan dan Persediaan Analgetik di Puskesmas Depok II dan Puskesmas Cangkringan Kabupaten Sleman Daerah Istimewa Yogyakarta, *JIKK*, 6(2), 72–86.
- Theo, D. K., & Bpharm, R., 2016, Consumer Medicines Information, *The Pharmacy Guild of Australia*, (7), 4–7.

- Thomas, J., Hwang, A. ., Bourgeois, F. T., & Seeger, J. D., 2014, Drug Safety in The Digital Age, *New England Journal of Medicine*, 370(26), 2460–2462.
- Thomson Reuters Practical Law, 2018, Distribution and Marketing of Drugs in the United States: Overview Practical Law, Retrieved May 31, 2018, from [https://uk.practicallaw.thomsonreuters.com/5-618-5212?transitionType=Default&contextData=\(sc.Default\)&firstPage=true&bhcp=1](https://uk.practicallaw.thomsonreuters.com/5-618-5212?transitionType=Default&contextData=(sc.Default)&firstPage=true&bhcp=1)
- U.S. Department of Health and Human Services, 2006, Guidance Useful Written Consumer Medication Information (CMI), (July), 301–827, Retrieved from <http://www.fda.gov/cder/guidance/index.htm%5Cnhttp://www.fda.gov/cber/guidelines.htm>
- Visa Inc, 2016, Online Pharmacy Guide for Acquirers, (June).
- Wegener, E., 2011, *Guidelines for Producing Clear Print*, Round Table on Information Access for People with Print Disabilities Inc, Tasmania.
- Wertz, B., & Kingyens, A. T., 2015, A Guide To Marketplaces., Version One, Retrieved from <http://versionone.vc>
- World Health Organization, 1998, The role of the pharmacist in self-care and self-medication. *World Health Organisation*, 15. <https://doi.org/WHO/DAP/98.13>
- World Self-Medication Industry, 2010, The story of self-care and self-medication - 40 years of progress, 1970-2010, 32, Retrieved from [http://www.wsmi.org/pdf/storyofselfcare\\_bdpage.pdf](http://www.wsmi.org/pdf/storyofselfcare_bdpage.pdf)
- Yusrizal, C., 2014, Gambaran Penggunaan Obat dalam Upaya Swamedikasi pada Pengunjung Apotek Pandan Kecamatan Jati Agung Kabupaten Lampung Selatan Tahun 2014, *Jurnal Analisis Kesehatan*, 4(2), 2–5.
- Zamanian, M., & Heydari, P., 2012, Readability of Texts: State of the Art, *Theory and Practice in Language Studies*, 2(1), 43–53.