

INTISARI

Selesma atau pilek adalah salah satu gangguan saluran pernapasan atas yang dapat diatasi dengan cara swamedikasi. Dalam swamedikasi, pengetahuan memiliki peran penting dalam menciptakan penggunaan obat yang rasional. Penelitian ini bertujuan untuk menganalisis hubungan antara faktor sosiodemografi terhadap pengetahuan dan ketepatan penggunaan obat pada swamedikasi selesma.

Penelitian ini menggunakan metode deskriptif analitik bersifat non-eksperimental. Studi ini merupakan studi *cross-sectional* menggunakan kuesioner. Pengambilan sampel dilakukan secara *convenience sampling* pada mahasiswa di Universitas Gadjah Mada. Sampel yang digunakan dalam penelitian ini sebanyak 155 mahasiswa. Data yang didapat melalui kuesioner dianalisis secara deskriptif dan statistik menggunakan uji statistik *Chi-Square* dan signifikan pada $p \leq 0,05$.

Hasil penelitian ini menunjukkan sebanyak 61% responden memiliki tingkat pengetahuan swamedikasi selesma yang baik dan 52% tepat dalam melakukan praktik swamedikasi selesma. Sebanyak 74% responden yang tepat dalam praktik swamedikasi memiliki tingkat pengetahuan yang baik. Hasil analisis bivariat menunjukkan karakteristik sosiodemografi yaitu jenis kelamin ($p=0,019$) dan bidang pendidikan (0,000) memiliki hubungan dengan tingkat pengetahuan swamedikasi selesma. Sementara itu, tidak terdapat hubungan antara karakteristik sosiodemografi dengan ketepatan praktik swamedikasi selesma dan terdapat hubungan antara tingkat pengetahuan dengan ketepatan praktik swamedikasi selesma ($p=0,008$). Hasil penelitian ini diharapkan dapat memberikan masukan kepada tenaga kesehatan terutama apoteker dalam memaksimalkan pemberian Konseling, Informasi, dan Edukasi obat sehingga terwujudnya ketepatan praktik swamedikasi selesma di masyarakat.

Kata kunci : *Swamedikasi, Selesma, Sosiodemografi, Pengetahuan, Praktik Swamedikasi*

ABSTRACT

Selesma or common cold are one of the upper respiratory tract disorders that can be overcome by self-medication. In self-medication, knowledge has an important role in creating rational drug use. This study aims to analyze the relationship between sociodemographic factors on knowledge and accuracy of drug use in self-medication of common cold.

This research uses a descriptive analytic method which is non-experimental. This study is a cross-sectional study using a questionnaire. Sampling was done by convenience sampling on students at Gadjah Mada University. The sample used in this study were 155 students. The data obtained through the questionnaire were analyzed descriptively and statistically using the Chi-Square statistical test and were significant at $p=0.05$.

The results of this study showed that 61% of respondents had a good level of knowledge of self-medication for the common cold and 52% were right in practicing self-medication for the common cold. As many as 74% of respondents who are right in the practice of self-medication have a good level of knowledge. The results of the bivariate analysis showed that sociodemographic characteristics, namely gender ($p=0.019$) and the field of education ($p=0.000$) had a relationship with the level of knowledge of self-medication of common cold. Meanwhile, there was no relationship between sociodemographic characteristics and the accuracy of the practice of self-medication for the common cold and there was a relationship between the level of knowledge and the accuracy of the practice of self-medication for the common cold ($p=0.008$). The results of this study are expected to provide input for health workers, especially pharmacists, to maximize the provision of counseling, information, and education so that the accuracy of common cold self-medication practice is realized in the community.

Keywords: *Self-medication, Common Cold, Sociodemography, Knowledge, Practice of Self-medication*