

INTISARI

Obat tradisional sejak jaman dahulu memegang peranan penting dalam menjaga dan meningkatkan kesehatan, mencegah penyakit dan mengobati penyakit serta memulihkan kesehatan. Perilaku seseorang dalam pengobatan sendiri dipengaruhi faktor internal seperti motivasi, pengamatan, belajar, kepribadian dan konsep diri, serta sikap dan faktor eksternal seperti kebudayaan, perbedaan tingkat sosial dan keluarga. Penelitian ini bertujuan untuk memberi gambaran mengenai perilaku pengguna obat tradisional meliputi motivasi, pengetahuan dan penggunaan obat tradisional.

Penelitian observasional ini menggunakan rancangan deskriptif dengan teknik *purposive non random sampling*. Kuisioner yang merupakan instrumen penelitian, disebar pada pengunjung kios jamu. Data yang diperoleh, diolah secara statistik deskriptif dalam bentuk persentase dan ditampilkan dengan tabel dan grafik.

Data diolah dari 110 responden. Sebagian besar responden pria (75,45%), berumur 21-30th (30,91%), suku bangsa Jawa (75,45%), mahasiswa (33,64%), penghasilan per bulan 100-500 ribu rupiah (53,26%), dan berpendidikan terakhir SMU (51,82%). Kebanyakan responden (48,44%) mengenal obat tradisional dari keluarga dan menggunakan karena manjur (28,30%) dan efek samping tidak ada/ringan (27,83%) untuk menjaga dan meningkatkan kesehatan (50,99%). Kebanyakan responden sembuh total dan merasa lebih bugar (81,82%) setelah menggunakan obat tradisional dan akan menyarankan teman/saudara mereka (45,45%) untuk menggunakan obat tradisional dengan berkonsultasi lebih dulu pada ahlinya. Responden menganggap obat tradisional tidak mempunyai efek samping (51,82%) dan tidak aman digunakan bersama obat modern (75,45%). Mereka memperhatikan waktu kadaluwarsa (69,09%) dan mendapatinya pada kemasan (77,63%), memperhatikan komposisi bahan (35,45%) meskipun tidak mengerti kegunaannya (48,18%) dan memperhatikan peringatan dan larangan (55,45%). Informasi tentang obat tradisional diperoleh dari kemasan (43,28%) dan tidak dari penjual (40%). Sebagian besar obat tradisional diperoleh dari kios jamu (51,17%). Sebagian besar responden tidak rutin/kadang-kadang menggunakan obat tradisional (74,55%) dan menggunakan bila dirasakan sakit (61,9%) dalam bentuk serbuk (43,79%). Responden menggunakan obat tradisional lebih sering daripada obat modern (59,09%), dan tidak menggunakannya bersama obat modern (79,09%) ataupun bersama obat tradisional lain (63,64%).

Kata kunci: obat tradisional, motivasi, pengetahuan, penggunaan.

ABSTRACT

Traditional medicines hold important roles in promoting health, preventing and cure diseases, and health rehabilitation for centuries. People's self medication behaviour is determined by internal factors such as motivation, observation, knowledge, personality, and self image, and external factors such as culture, social status, and family. The study aimed to describe the behaviour of consumer covering motivation, knowledge, and use of traditional medicines.

The observational research was designed as descriptive study with purposive non random sampling. Questionnaires distributed to consumers visiting traditional medicines shop were used as data collecting instrument. The data was analyzed descriptively as percentage and presented in tables and charts.

The data was collected from 110 respondents. The respondents were mainly male (75.45%), 20-30 years old (30.91%), javanese (75.45%), college student (33.64%), with income per month of 100.000-500.000 rupiahs (53.26%), and graduates of Senior High School (51.82%). The respondents (48.44%) were mostly encouraged by their family to use traditional medicines due to their effectiveness (28.33%) and mild or lack of side effect (27.83%) to keep and promote their health (50.99%). Most of the respondents (81.82%) were cured and became fit after taking traditional medicine and they (45.45%) will recommend others to consume them after having consultation with the expert. Respondents believed that traditional medicines have no side effect (51.82%) and not safe to take them with modern medicines (75.45%). They noticed the expire date (69.09%) and recognized it on their packages (77.63%), noticed the ingredients (35.45%) though mostly didn't understand their use (48,18%), and noticed the warning and contra indication (55.45%). Information about traditional medicines was mainly came from the packages (43.28%) and not from the seller (40%). The traditional medicines were obtained mostly from traditional medicine shops (51.17%). Most of the respondents used the medicines not in routine basis but occasionally (74.55%) when they were sick or sensed unusual condition of their body (61.9%) and mostly in form of powder (43.79%). In fact, they consumed traditional medicine more frequent than the modern (59.09%) and didn't consumed them concurrently with modern medicines (79.09%) or with other traditional medicines (63.64%).

Keyword: traditional medicine, motivation, knowledge, use.