

## INTISARI

Selesma merupakan penyakit yang umum diderita oleh banyak orang. Gejala-gejalanya hampir sama dengan influenza dan rhinitis alergi. Umumnya obat selesma merupakan Obat Tanpa Resep (OTR), hal ini mendorong meningkatnya penggunaan obat selesma dengan tujuan pengobatan sendiri. Pengetahuan dan ketepatan memilih obat sangat diperlukan untuk melakukan pengobatan sendiri secara aman dan efektif, salah satu komponennya adalah informasi yang ideal. Informasi dari iklan yang dibuat industri farmasi dapat menjadi sarana bantuan bagi masyarakat dalam pemilihan obat, termasuk obat selesma, dan iklan yang paling berpengaruh adalah iklan di televisi.

Penelitian ini merupakan penelitian non eksperimental dengan rancangan deskriptif non analitik. Tujuan penelitian adalah untuk mengetahui penilaian iklan obat selesma di televisi dan peranan iklan dalam pemilihan obat selesma di kalangan pengunjung apotik di pusat kota Magelang. Sampel diambil dari 5 apotik di pusat kota Magelang. Setiap apotik diambil 35 orang sebagai responden, masing-masing responden mengisi satu buah kuesioner, kemudian data yang diperoleh dianalisis dengan statistik deskriptif.

Hasil penelitian menunjukkan bahwa sebagian besar responden berjenis kelamin laki-laki (54,29%), berusia produktif 25-30 tahun (34,29%), tingkat pendidikan perguruan tinggi (38,29%). Sebagian besar responden (45,14%) menonton televisi selama >1-5 jam setiap hari, dan menyatakan iklan obat selesma di televisi tidak sepenuhnya layak ditayangkan (58,86%), alasan utamanya adalah iklan obat selesma di televisi sering membesar-besarkan khasiat (71,82%). Dalam penilaian iklan obat selesma di televisi, responden menyatakan penyampaian keamanan obat tidak menerangkan efek samping obat (54,86%), tidak jelas dalam penyampaian kontraindikasi obat (76,57%), tidak menerangkan waktu pemakaian (49,72%). Dari hasil penilaian iklan tersebut, responden menyukai iklan obat selesma di televisi (60,00%) dan membeli obat selesma yang diiklankan (77,14%), alasan utamanya karena adanya penyampaian khasiat (85,19%).

Kata kunci: Obat selesma, iklan obat, pengobatan sendiri.

## ABSTRACT

Common cold is a kind of disease that commonly befall many people. The indication are almost the same as influenza and rhinitis allergy. Generally common cold medicine is a self medicine, this condition motivate the usage of common cold medicine as self therapy purpose. Doing self medication in safely and effective manner needs a good knowledge and precisely in choosing a medicine and of course it needs a complete and ideal information. One of the information source is an advertisement from pharmacy produser. This advertisement help the consumer to choose a medicine and has a strong influence on the other side, especially the advertisement in television. The phenomena above motivate to research.

This research is a kind of non experimental research by non analytic descriptive design. The research purpose emphasis two substances i.e. to know the appraisal of the common cold medicine advertisemant in television and the role of the advertisement toward the choosing of common cold medicine among the pharmacy consumer at the center of Magelang city. For every pharmacy are taken 35 person as respondent fill a piece of questionnaire, and then all data are analyzed by descriptive statistic.

In this research there are many data concerning the respondent, those are a big number of respondent are male (54.29%), 34.29% are 25 to 30 years old, 38.29 percent of respondent are graduate level, and many of them (45.14%) take more than one to five hours a day for watching television. The result of the research are represented by several explanations below. The first, concerning with the appraisal of the common cold medicine advertisement, there are 58.86 percent respondent explain that the advertisement is not suitable enough, the main reason is the advertisement often overstate the special quality (said by 71.82 percent). Concerning with medicine safety explanation, 54.86 percent respondent say that the advertisement doesn't explain clearly about the side effect of the medicine, it doesn't explain clearly about contraindication of the medicine (said by 76.57 percent), and 49.72 percent say that the advertisement doesn't explain about consumption period of the medicine. The second, concerning with the role of the television advertisement toward the choosing of common cold medicine, 60.00 percent respondent like the advertisement, and 77.14 percent buy it, the main reason is because of the special quality explanation (said by 85.19 percent).  
Keyword: common cold medicine, medicine advertisement, self medication.