

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

HUBUNGAN TINGKAT PENGETAHUAN DAN IKLAN OBAT DI MEDIA CETAK TERHADAP MINAT BELI OBAT BEBAS TERBATAS PENGUNJUNG APOTEK DI KOTA YOGYAKARTA (Studi kasus : Obat Batuk Woods[®] dan Obat Flu Ultraflu[®])

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INTISARI

Saat ini pengobatan mandiri berkembang di masyarakat. Salah satu penyebab berkembangnya pengobatan mandiri di masyarakat dikarenakan banyaknya iklan obat di berbagai media. Masyarakat seharusnya dibantu dalam pemilihan obat agar penggunaannya efektif, bersifat obyektif dan lebih aman. Tujuan umum penelitian ini mengetahui karakteristik responden, hubungan tingkat pengetahuan iklan dan iklan obat di media cetak terhadap minat beli obat bebas terbatas pengunjung apotek di Kota Yogyakarta. Jenis penelitian ini adalah non eksperimental dengan rancangan penelitian *cross sectional* deskriptif dan *cross sectional* analitik menggunakan korelasi *spearman* dengan tingkat ketelitian 95%. Subyek penelitian dalam penelitian ini adalah pengunjung apotek di Kota Yogyakarta yang berjumlah 128 orang.

Hasil yang didapat dari karakteristik responden yaitu responden yang paling banyak mengisi kuisioner adalah laki-laki sebesar 55%. Media cetak yang paling banyak dipilih responden yaitu koran sebesar 41%. Responden dengan tingkat pendidikan perguruan tinggi paling banyak mengisi kuisioner yaitu 43%. Sebanyak 96% responden menjawab pernah/tidak sering melihat iklan obat di media cetak. Jenis media cetak yang paling banyak dibaca responden ialah koran dengan persentase 41%. Koefisien korelasi pada hubungan pengetahuan iklan terhadap minat beli obat bebas terbatas sebesar 0,700. Hubungan iklan obat dengan minat beli obat bebas terbatas mempunyai koefisien korelasinya sebesar 0,692. Hubungan pengetahuan iklan terhadap minat beli obat bebas terbatas dan hubungan iklan obat dengan minat beli obat bebas terbatas menunjukkan hubungan yang kuat.

Kata kunci : pengobatan mandiri, pengetahuan, iklan, minat beli.

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ABSTRACT

Nowadays self medication has developed in our society. One of the factors is due to the growth of drugs' advertising published in mass media. It is so to help people to understand more in selecting the effective, objective, and safer medication. The purpose of this research is to find out the relationship between level of knowledge and drugs' advertising on printed mass media toward non prescription drugs' of pharmacy visitors' interest in Yogyakarta. In this research, non experiment which focused on descriptive cross sectional and cross sectional analytical by using spearman correlation with accuracy 95%. Furthermore, the data collection employed in this research was by questionnaire distribution. Meanwhile, the subject of this research was the group of pharmacy's visitor in municipality of Yogyakarta. There were 13 pharmacies with 128 respondents.

This research resulted in the fact that 55% of male respondents. Another fact revealed was that 41 % of respondents preferred newspaper to other printed mass media. There were 43% respondents who in fact had a better comprehension toward the questionnaire given. This research also revealed that drugs' advertising in printed mass media was often not read by 96 % respondents. The kind of printed mass media which was most read by the respondents was newspaper 45% as the percentage. Furthermore, the correlation coefficient of the knowledge of the drugs advertisement toward the purchasing interest of free drugs was 0,700. Moreover, the relationship between drugs advertising and the purchasing interest of free drugs' was 0,692 as the correlation coefficient. Both revealed a strong relationship.

Keyword: self medication, knowledge, advertising, pharmacy visitors' interest.