

INTISARI

Hasil Survei Sosial Nasional pada tahun 2009 menyebutkan 66% penduduk Indonesia melakukan swamedikasi. Salah satu faktor yang mendorong dan mempengaruhi masyarakat untuk melakukan swamedikasi adalah iklan yang ada di media massa baik dalam bentuk tertulis maupun elektronik. Tujuan penelitian ini adalah untuk mengidentifikasi adanya hubungan tingkat pengetahuan dan sikap mengenai iklan obat sakit kepala di televisi terhadap tindakan penggunaan obat sakit kepala di kalangan mahasiswa Universitas Sanata Dharma Yogyakarta.

Jenis penelitian ini merupakan observasional dengan rancangan *cross sectional*, menggunakan kuesioner dengan jumlah responden 81 orang yang dipilih secara *purposive sampling* di kalangan mahasiswa Universitas Sanata Dharma Yogyakarta.

Hasil penelitian menunjukkan responden terbanyak perempuan (74%), usia terbanyak ≤ 20 tahun (69,1%), fakultas terbanyak FKIP (51%), dan uang saku perbulan terbanyak Rp $\leq 1.000.000,00$. Data pola melihat iklan obat sakit kepala di televisi, tingkat pengetahuan, sikap, tindakan, dan hubungan antara tingkat pengetahuan dan sikap mengenai iklan obat sakit kepala di televisi terhadap tindakan penggunaan obat sakit kepala di kalangan Mahasiswa Universitas Sanata Dharma tidak dapat ditarik kesimpulan karena instrumen penelitian yang digunakan tidak valid secara konten.

Kata kunci : swamedikasi, iklan obat, dan sakit kepala

ABSTRACT

National Social Survey in 2009 said that 66% of Indonesia's population does self medication. One of the factors that encourage and influence Indonesia people to do self medication is the advertisement in both the mass media and electronic. This research is aimed to identify the correlation between level of knowledge and attitudes headache medication advertising on television towards the use of headache medication among students in Sanata Dharma University Yogyakarta.

This research was observational with cross sectional design in which questionnaire was used. The respondents were 81 people which were chosen by purposive sampling among the students of Sanata Dharma University Yogyakarta.

The results showed that the most respondents were female (74%), the highest age was ≤ 20 years old (69.1%), the highest faculty was FKIP (51%), and the highest monthly allowance was Rp $\leq 1,000,000.00$. The pattern of the data saw that headache medication advertisement on television, level of knowledge, attitudes, actions, and the relationship between the level of knowledge and attitudes about headache medication advertisement on television towards the use of headache medication among students of Sanata Dharma University cannot be concluded because the use of research instrument was invalid based on the content.

Keywords: Self medication, drug advertising, and headache