

INTISARI

Penelitian jenis non eksperimental (observasional) dengan rancangan penelitian deskriptif non analitik ini, bertujuan mengevaluasi kerasionalan iklan obat tanpa resep pada tayangan acara untuk anak-anak di empat stasiun televisi swasta nasional.

Pengambilan data dilakukan dengan pengamatan langsung iklan selama dua minggu, yang meliputi jenis acara, waktu tayang, jenis produk, jenis iklan, dan frekuensi, serta untuk iklan obat tanpa resep diamati kelengkapan informasi berdasarkan kriteria iklan WHO (1988) dan Keputusan Menteri Kesehatan No. 386 tahun 1994 serta kerasionalan klaim indikasinya berdasarkan mekanisme kerja zat aktif dan menurut Keputusan Menteri Kesehatan No. 386 tahun 1994. Analisis data menggunakan metode statistik deskriptif.

Hasil penelitian menunjukkan terdapat iklan obat tanpa resep (2,1%) dan paling banyak ditayangkan pada acara sinetron anak (64,0%). Dari iklan tersebut yang paling banyak adalah dari kelas terapi obat analgesik (sakit kepala, demam) (40,5%), golongan obat bebas terbatas (56,8), jenis obat Biogesic Anak (26,2%), obat untuk konsumen dewasa (64,0%), dan obat produksi Medifarma (26,2). Kelengkapan informasi iklan obat tanpa resep tidak ada yang rasional (0,0%) berdasarkan kriteria iklan WHO (1988), 7,1% dinyatakan rasional menurut Keputusan Menteri Kesehatan No.386 tahun 1994, serta yang mencantumkan zat aktif (42,9%), kontraindikasi (0,0%), alamat industri (0,0%), peringatan-perhatian (100,0%), nama industri farmasi (85,7%), efek samping obat (7,1%), nama dagang (100,0%), dan indikasi (100,0%). Iklan obat tanpa resep yang dinilai rasional klaim indikasinya sebanyak 57,1%.

Kata kunci : kerasionalan, iklan, obat tanpa resep, televisi

ABSTRACT

Research of type non eksperimental (observasional) with descriptive research device non analytic, aim to evaluate is rational of nonprescription drug advertisements at displaying event for children in national four private sector television station.

Intake of data done with observation of advertisement direct during two week, what covering event type, time displayed, product type, advertisement type, and advertisement frequency, and also information completeness for non-prescription drug advertisement is observed equipment of information based on The WHO Ethical Criteria for Medicinal Drug Promotion (1988) and the Decree of Health Minister No. 386/1994 serta rationality claim the indication based on . active matter job mechanism and according to the Decree of Health Minister No. 386/1994. Data analysis apply descriptive statistical methods.

Research result show there are nonprescription drug advertisements (2.1%) and most displayed at event of electronic cinema of children (64.0%). From that advertisement more consisted of the therapeutic class of analgesic drugs (headache, fever) 40.5%, limited over-the-counter drugs (56.8), drug of Biogesic Anak (26.2%), drug to adult consumers (64.0%), and drug produced by medifarma (26.2%) Equipment of Nonprescription drug advertisement nothing that rational (0.0%) based on The WHO Ethical Criteria for Medicinal Drug Promotion (1988), 7.1% expressed is rational according to and the Decree of Health Minister No. 386/1994, and also mentioning active substance (42.9%), contraindication (0.0%), industrial address (0.0%), precaution-warning (100.0%), the name of pharmaceutical industry (85.7%), side effects (7.1%), trade name (100.0%), and indication (100.0%). Nonprescription drug advertisements whose indication claims rational are 57.1%.

keyword : Rational, advertisement, nonprescription drug, television