

## INTISARI

Penelitian ini bertujuan mengetahui profil dan kerasionalan iklan obat tanpa resep pada tayangan acara untuk ibu-ibu di empat stasiun televisi. Penelitian non eksperimental (observasional) ini dikerjakan dengan rancangan deskriptif non analitik.

Pengambilan data dilakukan dengan observasi langsung iklan selama dua minggu meliputi jenis acara, waktu tayang, jenis produk, jenis iklan, frekuensi, serta kelengkapan informasi dan klaim indikasi iklan obat tanpa resep. Kriteria Etik Promosi Obat-WHO (1988) digunakan sebagai dasar evaluasi kerasionalan kelengkapan informasi iklan, sedangkan Keputusan Menteri Kesehatan No. 386/1994 untuk kerasionalan kelengkapan informasi iklan dan kerasionalan klaim indikasi iklan bersama mekanisme kerja zat aktif. Analisis data menggunakan metode statistik deskriptif.

Hasil penelitian menunjukkan terdapat 6,4% iklan obat tanpa resep yang paling banyak ditayangkan pada acara sinetron (64,7%). Iklan tersebut lebih banyak terdiri dari golongan obat bebas terbatas (78,8%), kelas terapi obat analgesik (sakit kepala, demam) (23,6%), jenis obat Mixagrip Flu & Batuk<sup>®</sup> (8,6%), obat untuk konsumen dewasa (92,5%), dan obat produksi Konimex (16,5%). Dari 53 jenis obat, tidak ada yang kelengkapan informasinya rasional berdasarkan Kriteria Etik Promosi Obat-WHO (1988), tetapi 18,9% rasional menurut Keputusan Menteri Kesehatan No. 386/1994. Semua iklan mencantumkan nama dagang dan indikasi, zat aktif (22,6%), peringatan-perhatian (92,4%), nama industri farmasi (88,7%), efek samping (20,8%), tetapi tidak ada yang mencantumkan kontraindikasi dan alamat industri farmasi. Iklan yang klaim indikasinya rasional sebanyak 58,5%.

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

## ABSTRACT

This research aims to identify the profile and the rationality of non-prescription drug advertisement on ladies' program broadcast in four television stations. This non-experimental (observational) research is conducted by using non-analytical descriptive design.

Data collection is conducted by using direct observation on the advertisement for two weeks, including the types of program, product, advertisement, presentation time, frequency, as well as information completeness and indication claim of non-prescription drug advertisement. The WHO Ethical Criteria for Medicinal Drug Promotion (1988) is used as the base of evaluating the rationality of advertisement information completeness, while the Decree of Health Minister No. 386/1994 is used to evaluate the rationality of advertisement indication claim as well as working mechanism of active substance. Data is analyzed by using a descriptive statistic method.

The results of research show that there are 6.4% non-prescription drug advertisement mostly broadcasted in electronic cinema (64.7%). That advertisement more consisted of limited over-the-counter drugs (78.8%), the therapeutic class of analgesic drugs (headache, fever) (23.6%), drug of Mixagrip Flu & Batuk<sup>®</sup> (8.6%), drug to adult consumers (92.5%), and drug produced by Konimex (16.5%). Among 53 non-prescription drugs, there is no drug whose advertisement information completeness is rational based on the WHO Ethical Criteria for Medicinal Drug Promotion (1988), but 18.9% of it are rational according to the Decree of Health Minister No. 386/1994. All the advertisements include trademark and indication, an active substance (22.6%), precaution-warning (92.4%), the name of pharmaceutical industry (88.6%), side effect (20.8%), but there is no advertisement including contraindication and the address of pharmaceutical industry. Advertisements whose indication claims rational are 58.5%.

Keywords : rationality, advertisement, non-prescription drugs, television