

INTISARI

Saat ini dapat dikatakan bahwa obat termasuk dalam kebutuhan pokok masyarakat, obat bukanlah komoditas seperti halnya sembako. Banyak peraturan mengenai peredaran obat, salah satunya dari BPOM yang telah menerbitkan peraturan No 8 tahun 2020 untuk mengatur dan mengawasi penjualan obat secara daring dan sudah mensosialisasikan.

Penelitian ini merupakan penelitian observasional dengan pendekatan kualitatif untuk mengkaji implementasi peraturan BPOM Nomor 8 tahun 2020 dalam praktik pelayanan kefarmasian di apotek dan peran apoteker dalam peredaran obat keras secara daring. Responden penelitian ini meliputi apoteker yang praktik pelayanan kefarmasian di apotek dan konsumen yang berkunjung di apotek wilayah Kabupaten Sleman Yogyakarta yang memenuhi kriteria *inklusi* dan *eksklusi*. Pengambilan data dilakukan dengan metode observasi dan wawancara. Instrumen penelitian berupa panduan wawancara disusun berdasarkan kerangka teori COM-B (*Capability, Opportunity, Motivation, Behavior*). Data kualitatif hasil wawancara dianalisis menggunakan bantuan *software* NVIVO 11 Plus.

Hasil penelitian seluruh responden apoteker mengetahui adanya pemberlakuan peraturan BPOM No 8 tahun 2020. Dukungan datang dari manajemen apotek, pemerintah, provider dan karyawan apotek dalam melaksanakan ketentuan peraturan tersebut. Peran apoteker dalam pelayanan obat secara daring di apotek wilayah kabupaten Sleman yaitu hanya melayani permintaan obat keras yang disertai resep dokter, serta pemberian edukasi informasi penggunaan obat kepada masyarakat. Dengan penerapan pelayanan obat secara daring di apotek masyarakat pastinya akan mendapatkan obat yang terjamin mutu dan kwalitasnya.

Kata kunci: Peraturan BPOM, Apoteker, Peredaran daring, COM-B

ABSTRACT

Currently it can be said that medicine is included in the basic needs of society, medicine is not a commodity like basic necessities. There are many regulations regarding drug distribution, one of which is from BPOM which has issued regulation No. 8 of 2020 to regulate and supervise drug sales online and has socialized it.

This research is an observational study with a qualitative approach to examine the implementation of BPOM regulations No. 8 of 2020 in the practice of pharmaceutical services in pharmacies and the role of pharmacists in the online distribution of hard drugs. Respondents of this study included pharmacists who practice pharmaceutical services in pharmacies and consumers who visit pharmacies in the Sleman Regency, Yogyakarta, who meet the inclusion and exclusion criteria. Data collection was done by observation and interview methods. The research instrument in the form of an interview guide was compiled based on the theoretical framework of COM-B (Capability, Opportunity, Motivation, Behavior). The qualitative data from the interviews were analyzed using the NVIVO 11 Plus software.

The results of the study were all pharmacist respondents were aware of the implementation of BPOM regulation No. 8 of 2020. Support came from pharmacy management, government, providers and pharmacy employees in implementing the provisions of these regulations. The role of pharmacists in online drug services at pharmacies in the Sleman district is to only serve requests for hard drugs accompanied by doctor's prescriptions, as well as providing education on drug use information to the public. With the implementation of online drug services at pharmacies, the community will certainly get drugs that are guaranteed quality and quality

Keywords: BPOM regulations, Pharmacists, Online circulation, COM-B