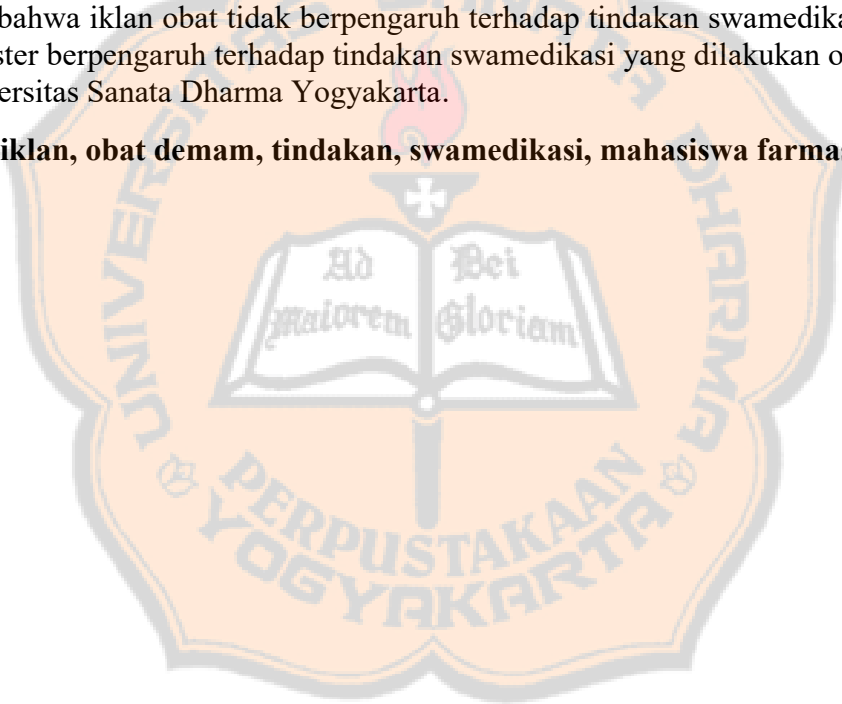


ABSTRAK

Perilaku swamedikasi yang tidak tepat dapat menimbulkan risiko kesehatan, terutama di kalangan mahasiswa yang sering terpapar iklan obat di berbagai media iklan seperti televisi, media sosial, *billboard*, dan lain-lain. Penelitian ini bertujuan untuk menganalisis pengaruh iklan obat demam terhadap tindakan swamedikasi demam dan menganalisis pengaruh tingkat semester terhadap tindakan swamedikasi demam mahasiswa farmasi Universitas Sanata Dharma Yogyakarta. Penelitian ini merupakan penelitian deskriptif analitik dengan rancangan *cross-sectional*. Data dikumpulkan menggunakan kuesioner terstruktur yang telah diuji validitas dan reliabilitasnya. Populasi dalam penelitian ini adalah mahasiswa farmasi Universitas Sanata Dharma. Instrumen yang digunakan dalam penelitian ini adalah kuesioner yang terbagi dalam tiga bagian, yaitu bagian identitas diri, bagian pengaruh iklan obat dan bagian tindakan swamedikasi. Penelitian ini menggunakan metode analisis korelasi *Spearman*. Karakteristik responden yang didapatkan dominan berjenis kelamin laki-laki dan media iklan yang paling dominan dilihat adalah televisi. Hasil analisis data penelitian dengan uji korelasi *Spearman*, iklan obat tidak mempengaruhi tindakan swamedikasi ($p\text{-value}$ 0,714) dan tingkat semester berpengaruh signifikan terhadap tindakan swamedikasi ($p\text{-value}$ <0,001). Dapat disimpulkan bahwa iklan obat tidak berpengaruh terhadap tindakan swamedikasi demam dan tingkat semester berpengaruh terhadap tindakan swamedikasi yang dilakukan oleh mahasiswa farmasi Universitas Sanata Dharma Yogyakarta.

Kata kunci: iklan, obat demam, tindakan, swamedikasi, mahasiswa farmasi.



ABSTRACT

Inappropriate self-medication behavior can pose health risks, especially among students who are frequently exposed to drug advertisements in various advertising media such as television, social media, billboards, and others. This study aims to analyze the influence of fever drug advertisements on fever self-medication practices and analyze the influence of semester level on fever self-medication practices of pharmacy students at Sanata Dharma University Yogyakarta. This study is a descriptive analytical study with a cross-sectional design. Data were collected using a structured questionnaire that has been tested for validity and reliability. The population in this study were pharmacy students at Sanata Dharma University. The instrument used in this study was a questionnaire divided into three parts, namely the self-identity section, the influence of drug advertisements and the self-medication action section. This study used the Spearman correlation analysis method. The characteristics of the respondents obtained were predominantly male and the most dominant advertising media viewed was television. The results of the research data analysis using the Spearman correlation test showed that the influence of drug advertisements did not affect self-medication practices (p-value 0.714) and the semester level had a significant effect on self-medication practices (p-value <0.001). It can be concluded that the influence of drug advertising does not affect self-medication for fever and the semester level affects self-medication carried out by pharmacy students at Sanata Dharma University, Yogyakarta.

Keywords: advertisement, fever medicine, action, self-medication, pharmacy students.

