

INTISARI

Tingginya prevalensi flu (*common cold*) dan tersedianya obat dipasaran dengan mudah serta harga yang relatif terjangkau menjadikan salah satu pendorong tindakan swamedikasi flu oleh masyarakat. Selain itu, kemajuan teknologi yang semakin canggih membuat masyarakat mudah dalam mendapatkan informasi, salah satunya iklan obat di televisi yang dapat mempengaruhi perilaku konsumen dalam pemilihan obat yang digunakan dalam tindakan swamedikasi. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh iklan obat di televisi terhadap tingkat pengetahuan swamedikasi flu dan tindakan swamedikasi flu pada mahasiswa Universitas Muhammadiyah Yogyakarta (UMY) program studi non kesehatan.

Metode penelitian ini merupakan penelitian yang bersifat *deskriptif observasional* dengan rancangan *cross sectional*. Penelitian ini dilakukan di Kampus Terpadu UMY. Teknik pengambilan sampel dilakukan menggunakan *simple random sampling* dan didapatkan jumlah responden sebanyak 81 orang. Data yang dikumpulkan berasal dari data kuesioner, yang diisi oleh responden didampingi oleh peneliti. Analisis data secara deskriptif dilakukan dengan uji *chi square* dan *fisher exact test*.

Hasil penelitian menunjukkan bahwa pengaruh iklan obat di televisi terhadap tingkat pengetahuan swamedikasi flu memiliki nilai *signifikan p* yaitu 0,529 dan pengaruh iklan obat di televisi terhadap tindakan swamedikasi flu memiliki nilai *signifikan p* yaitu 0,296. Kesimpulan yang didapat yaitu iklan obat di televisi tidak mempunyai pengaruh terhadap tingkat pengetahuan swamedikasi flu dan tindakan swamedikasi flu pada mahasiswa program studi non kesehatan di Universitas Muhammadiyah Yogyakarta (UMY).

Kata Kunci: Iklan obat, swamedikasi flu, mahasiswa non kesehatan.

ABSTRACT

The high prevalence of common cold, the medicines that are readily available in the market and relatively affordable prices become one of the drivers of community's flue self medication. In addition, the advances in the increasingly sophisticated technology have made it easier for the community to access information, including the medicine advertisements via aired on television which may influence customer behaviors in selecting the medicines they use in the self-medication action. This research was conducted with the purpose of figuring out the influence of medicine advertisements aired on television on the level of knowledge on flue self-medication and self-medication action of the students of non-medical study program in University Muhammadiyah Yogyakarta (UMY).

The methods used in this research were observational methods with cross-sectional design. The research was conducted at the Integrated Campus of UMY. The sampling was carried out using simple random sampling technique and 81 respondents were obtained. The data were collected from questionnaires completed by the respondents accompanied by the researcher. The data were analyzed descriptively using chi-square test and fisher exact test.

The result of this research reveals that the influence of drug advertisement broadcasted on television towards the knowledge of common cold self-medication appears to have p *significant* value amounted to 0.529. Meanwhile, the influence of the aforementioned advertisement towards the action of such medication has p *significant* value amounted to 0.296. Therefore, the researcher concludes that drug advertisement broadcasted on television does not affect the degree of knowledge upon common cold self-medication as well as the action of such medication to students of non-health study programs in University Muhammadiyah Yogyakarta (UMY).

Keywords: medicine advertisements, flue self-medication, non-medical students.