ABSTRACT

SELF MEDICATION BEHAVIOR OF THE HOUSEWIVES IN EASTERN SURABAYA WHO USE ADVERTISEMENT AS THE INFORMATION SOURCE

The practice of self medication is the most common from health seeking behavior in the community. Most of them got information about over the counter drugs from drug advertisement on television. This research has the purpose to obtain illustration of the self medication behavior of the housewives in Eastern Surabaya who use the advertisement as the information source. Data was taken from 110 respondents by questionnaire. The sampling technique used is multistage random sampling. The respondents were the housewives who ever had a headache, did self medication to overcome their complaints and used the advertisement as the information source. The dependent and independent variables are self medication behavior and perception to the advertisement. The results indicated that the advertisement have influenced to self medication behavior with the self medication quality illustration as follows: 1) 100% respondents can identify their complain of headache with many kinds causes, 2) 100% respondents can choose the right drug to over come their headache, 3) 55% respondents know the dosage and direction of use of headache medicine, 4) 42% respondents know the limitation existing in self medication.

Key word: Self Medication, Perception, Drug Advertisement.