

ABSTRACT**THE EFFECT OF BRAINSTORMING ON THE LEVEL OF
KNOWLEDGE AND RATIONALITY OF DRUG USE****By: Aldini Yunita Mia Diantami**

Background: The implementation of self-medication may be a source of medication error due to the limited knowledge of the community about the drug and its use. Based on the preliminary study, the majority of people in the Working Area of Puskesmas Desa Soso, Kecamatan Gandusari, Kabupaten Blitar, was used the self-medication inaccurately. This study was purposed to analyze the effect of brainstorming on the level of knowledge and rationality of drug use. **Method:** This study was used in experimental design with a Quasy-experimental approach and purposive sampling technique. This research has three variables, Brainstroming as independent variable then, knowledge and rationality of drug use as dependent variable. 30 respondents who aged 20-40 years, able to write and read, cooperative and Junior High School graduates were participated in this study. Respondents divided into two groups, there are control group and experimental group. Experimental group used brainstorming about effective self-medication, while at control group used a simple lecture. This research was conducted in the working area of Puskesmas Soso, Kecamatan Gandusari, Kabupaten Blitar. The data were collected using questionnaires and analyzed using Wilcoxon-Mann Whitney test with p-value <0,05. **Result:** The statistical analysis using Wilcoxon test showed result of knowledge variable are p=0.000 in the experimental group and p=0.016 in control group. The result for rationality of drug use are p=0.002 in experimental group and p=0.016 in control group. The Mann-Whitney test showed difference between the control and experimental group. The results for knowledge variable is p=0.016 and p=0.136 for rationality variable. **Discussion:** This study showed that there was an effect of brainstorming on the level of knowledge and rationality of drug use. The comparison between treatment and control group showed the difference in the knowledge variable, but not in the rationality of drug use variable. Further research can find out and describe the implementation after self-medication which does not give an effect. **Keywords:** *brainstorming, self-medication, knowledge, rationality*