

ABSTRACT

The Adoption of Drug and Medication Information from Social Media by Surabaya's Citizen

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The increased use of social media offers potential for social media to become a tool for spreading informations related to health, particularly about drug and medication. However, social media are often reported presenting informations with poor quality. For this particular reason, this study aims to find out the extent to which drug and medication information that circulate on social media will be adopted by social media users. This research was conducted between April and May 2020 with respondents are citizens of Surabaya who were over 17 years old and already using social media. This research is a cross-sectional and quantitative study with a descriptive approach. 262 respondents were obtained, 77,1% respondents were female, 58,1% respondents aged 21-30 years, 52,3% have used social media for 6-10 years, and 100% used WhatsApp. The most widely circulated drug and medication information is tips on healthy living and traditional medications. Most of the respondents agreed that drug and medication information on social media is presented more interestingly, easier to understand and to share. However, drug and medication information on social media is less reliable, lacks of benefits, and not fully compatible. Most of the respondents already got drug and medication information from social media, but didn't always clarify the information that they have obtained. But still, they prefer to trust and apply drug and medication information, if the sources of information are credible and reliable. Therefore, pharmacists have a great opportunity to become the source of drug and medication information on social media.

Keywords: Drug Information, Adoption, Social Media, Surabaya's citizen