

ABSTRACT

The Use of Social Media by Pharmacist in Pharmacy Practices

Fathnin Ulya Naima

Social media use in Indonesia is quite high with various advantages offered by social media, such as the ease of obtaining and sharing information including health information. Health information retrieval that is not based on sufficient knowledge and competence often causes inappropriate treatment and self-examination. Therefore, healthcare professionals who have the authority and proficiency play a key role in overcoming existing problems, including pharmacists as pharmaceutical experts. However information about this topics are limited Indonesia. This research was designed as an observational study with the aim to identify social media use among pharmacists in East Java, the factors that potentially support and interfere their actions and to examine the effect of capabilities, opportunities, and motivation of pharmacists on the social media use in promoting pharmacy practices were analyzed using COM-B, a professional behavioral theory. Primary data collected from 200 respondents who participated in the study were then extracted using descriptive and analytical analysis including correlation and multiple regression. The results of this research provide an overview related to social media use among pharmacists in supporting pharmacy practices including the affecting factors.

Keywords: COM-B theory, digital era, pharmacist, social media, pharmacy practices