

- ADVERTISING DRUGS  
- TELEVISION ADVERTISING

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**SKRIPSI**

**MILIK  
PERPUSTAKAAN  
UNIVERSITAS AIRLANGGA  
SURABAYA**

**OELVA DIANAWATI**

**PENGARUH IKLAN OBAT DI TELEVISI  
TERHADAP PERILAKU SWAMEDIKASI  
PELAJAR SMU NEGERI DI SURABAYA**



**Fakultas Farmasi Universitas Airlangga  
Bagian Farmasi Praktis  
Surabaya  
2004**

**Lembar Pengesahan**

**PENGARUH IKLAN OBAT DI TELEVISI TERHADAP  
PERILAKU SWAMEDIKASI PELAJAR SMU NEGERI DI  
SURABAYA**

**SKRIPSI**


Dibuat Untuk Memenuhi Syarat Mencapai Gelar Sarjana Farmasi Pada  
Fakultas Farmasi Universitas Airlangga  
2004

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## ABSTRACT

### THE INFLUENCE OF DRUG ADVERTISING ON TELEVISION TO THE SELF MEDICATION BEHAVIOR AMONG HIGHSCHOOL STUDENTS IN SURABAYA

The practice of self medication is the most common form of health seeking behavior in the community.. Most of them got information about over the counter drugs for self medication from drugs advertising on television. The aims of this study are to measure the correlation between drug advertising and self medication behavior and to obtain description of proper self medication behavior in the community. Data collected by questionnaires from 254 respondents. It was conducted in 2004. The sampling method used was stratified random sampling. Respondents were high school students in Surabaya who ever had headache, taking medicine by they own decision, and getting information by the drug advertising on television. The Dependent variable of this study is the perception of respondents to the drug advertising on television and the Independent variable is self medication behavior. These two variable were correlate with Product Moment coefficients. This study was found that drug advertising on television had influences the self medication behavior among teenagers while description of proper self medication as follows : a) 57,9% of respondents practiced proper self medication. b) the indicator of self medication behavior that influenced by advertising is the compliance of respondents to follow the direction of used of the drugs.

Key Words : Self Medication, Perceptions, Drug Advertising