

## ABSTRAK

**HANA WIDYANINGSIH, 2021. PENGARUH MEDIA EDUKASI TERHADAP PENGETAHUAN SWAMEDIKASI OBAT BATUK PADA MASYARAKAT DI KAMPUNG NGRONGGAH RT 04 RW 12 KEC. GROGOL KAB. SUKOHARJO TAHUN 2021, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA. Dibimbing oleh apt. Lucia Vita Inandha Dewi, S.Si., M.Sc. dan apt. Santi Dwi Astuti, S.Farm., M.Sc.**

Masyarakat saat ini masih belum banyak mengetahui swamedikasi terkait cara mendapatkan obat, menggunakan obat, menyimpan obat dan membuang obat secara tepat. Penelitian ini bertujuan untuk mengetahui pengaruh perbedaan edukasi berupa *leaflet* dan video pada swamedikasi obat batuk di masyarakat Kampung Ngronggah Rt 04 Rw 12 Kecamatan Grogol Kabupaten Sukoharjo.

Penelitian ini merupakan penelitian kuantitatif dengan metode *Quasi eksperimen* dengan *two group pretest* dan *posttest* secara online menggunakan formulir online yang telah diuji validitas dan reabilitas. Responden diberikan edukasi swamedikasi melalui *leaflet* dan video. Pengambilan sampel secara *Non-probability sampling* dengan teknik *purposive sampling*. Sampel yang digunakan 150 responden. Pengambilan data dilakukan di Kampung Ngronggah RT 04 RW 12 Kecamatan Grogol Kabupaten Sukoharjo. Waktu pelaksanaan penelitian bulan September – Oktober 2021. Masyarakat diberikan *pretest* kemudian dilakukan edukasi dengan membuat dua grup whatsapp kelompok *leaflet* sejumlah 75 responden dan kelompok video 75 responden kemudian diberikan *posttest*. Analisis data menggunakan uji univariat dan bivariat dengan uji *kolmogorov-smirnov*. Data dianalisis dengan uji normalitas dengan uji *wilcoxon* karena data tidak terdistribusi normal.

Hasil tingkat pengaruh perbedaan pengetahuan masyarakat dengan edukasi *leaflet* dan video masyarakat lebih memahami menggunakan edukasi *leaflet* dengan hasil (14,00%) dibandingkan edukasi video dengan hasil (13,84%) dan hasil rata-rata nilai *pre-test* dan *post-test* sebesar (80,68%).

---

**Kata kunci :** Batuk, ketepatan swamedikasi, Tingkat pengetahuan.

## ABSTRACT

**HANA WIDYANINGSIH, 2021. THE EFFECT OF EDUCATIONAL MEDIA ON KNOWLEDGE OF COUGH MEDICINE SELF-DRUGS IN THE COMMUNITY IN NGRONGGAH KAMPUNG RT 04 RW 12, GROGOL DISTRICT, SUKOHARJO REGENCY, FACULTY FARMASI UNIVERSITY SETIA BUDI SURAKARTA. Supervised by apt. Lucia Vita Inandha Dewi, S.Si., M.Sc. and apt. Santi Dwi Astuti, S.Farm., M.Sc.**

Today's society still doesn't know much about self-medication related to how to get medicine, use medicine, store medicine and dispose of medicine properly. This study aims to determine the effect of educational differences in the form of leaflets and videos on cough medicine self-medication in the community of Ngronggah Village Rt 04 Rw 12 Grogol District, Sukoharjo Regency.

This research is a quantitative study using a quasi-experimental method with two groups of pretest and posttest online using an online form that has been tested for validity and reliability. Respondents were given self-medication education through leaflets and videos. Sampling by Non-probability sampling with purposive sampling technique. The sample used is 150 respondents. Data collection was carried out in Ngronggah Village, RT 04 RW 12, Grogol District, Sukoharjo Regency. The time of the research is September – October 2021. The community is given a pretest and then education is carried out by creating two whatsapp groups, a leaflet group of 75 respondents and a video group of 75 respondents, then given a posttest. Data analysis used univariate and bivariate tests with the Kolmogorov-Smirnov test. Data were analyzed by normality test with Wilcoxon test because the data were not normally distributed.

The results of the level of influence of the difference in public knowledge with leaflet education and videos, the community is more understanding using leaflet education with the results (14.00%) compared to video education with the results (13.84%) and the average results of the pre-test and post-test scores of (80.68%).

---

**Keywords :** Cough, self-medication accuracy, level of knowledge.