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THE RELATIONSHIP OF INCOME LEVEL AND DRUG ADS AGAINST THE BEHAVIOR OF SWAMEDIKADI IN THE VILLAGE OF JAMBEYAN REGENCY OF SRAGEN

ABSTRACT

Introduction*: Self-medication is an activity carried out to overcome health problems by using drugs that can be consumed without getting a prescription from a doctor. The Central Statistics Agency said that the Indonesian people who self-medicatian were 86,68%. Drug advertising is the delivery of messages about drugs through the mass media so that people can buy drugs. The level of income is income that someone gets in the form of money. **Objective**: to know the relationship of income level and drug ads against the behavior of self-medication in the village of Jambeyan Regency of Sragen. **Analytical research methods**: research design with cross sectional. Sampling using stratified random sampling amount of 87 respondents, with the subject of the research is the villagers Jambeyan Sragen district, while this research instrument using bivariate analysis questionnaire, using the Chi Square test with significance level (0.05). **Results**: the results of the univariate analysis the majority of respondents had income levels below the UMR as much as 59 respondents (67,8%), the majority of respondents are exposed to drug ads as much as 64 people (73,6%), the behavior of the self-medication shows the most the respondents have a good behavior as much as 64 respondents (73,6%). The results of the analysis of bivariate income level shows the Exact value of the Sig (2-sided) (0.005) 0.05, bivariate analysis < drug ads shows the Exact value of the Sig (2-sided) (0.000) < 0.05. Conclusion: there is a relationship of income level and drug ads with the behavior of self-medication in Jambeyan village of Sragen.*

Keywords: Income Level, Drug Ads, behavior of self-medication