

ABSTRAK

Rifka Natu. 2015. *Persepsi Masyarakat Mengenai Pemilihan Obat Sintetik dan Obat Tradisional di Kelurahan Pentadu Kecamatan Paguat Kabupaten Pohuwato.* Skripsi, Jurusan S1 Farmasi, Fakultas Ilmu-ilmu Kesehatan dan Keolahragaan, Universitas Negeri Gorontalo. Pembimbing I **Dr. Teti Sutriyati tuloli S,Si. M,Si. Apt** dan Pembimbing II **Madania S.Farm., M.Sc., Apt.**

Obat sintetik dan obat tradisional menjadi suatu pilihan yang begitu penting untuk digunakan dan dikonsumsi oleh masyarakat Indonesia. Penelitian ini dilakukan untuk mengetahui persepsi masyarakat mengenai pemilihan obat sintetik dan obat tradisional. Penelitian ini menggunakan metode penelitian deskriptif/kuantitatif dengan sampel sebanyak 95 orang diambil dengan teknik *purposive sampling* menggunakan kuesioner dan dianalisis dengan menggunakan analisis distribusi frekuensi.

Hasil analisis data menunjukkan bahwa dari 95 orang responden masyarakat memilih obat sintetik yaitu 84 orang (88,4%) dengan karakteristik individu jenis usia dewasa 36-45 tahun 23 responden (26,3%) lebih memilih obat sintetik dengan tingkat keamanan yang tinggi dan belum merasakan penyakit kronik dalam waktu yang lama, kemudian pendidikan terakhir SMA 30 responden (35,7%) yang percaya akan bukti-bukti penelitian ilmiah yang kuat, dan pekerjaan IRT 30 responden (35,7%) yang butuh penyembuhan dalam waktu yang singkat oleh karena suatu pekerjaan rumah tangga. Kemudian masyarakat memilih obat tradisional yaitu 11 orang (11,6%) dengan karakteristik individu jenis usia lanjut 46-55 tahun sejumlah 6 responden (54,5%) karena kepercayaan mereka menggunakannya secara turun-temurun, pendidikan terakhir SMP (45,5%) karena masih percaya dengan obat tradisional, dan pekerjaan wiraswasta (63,6%) yang memilih obat dengan resiko efek samping yang sangat kecil.

Kata Kunci : *Persepsi, Obat Sintetik, Obat Tradisional*

ABSTRACT

Rifka Natu. 2015. *Community Perception about Synthetic Drug and Traditional Drug at Pentadu Village, Sub-District of Paguat, District of Pohuwato.* Skripsi, Department of S1 Pharmacy, Faculty of Health Sciences and Sports, State University of Gorontalo. The principal supervisor was **Dr. Teti Sutriyati Tuloli, S.Si. M.Si.Apt** and the co-supervisor was **Madania S.Farm., M.Sc., Apt.**

Synthetic drug and traditional drug become an important choice to be used and to be consumed by community in Indonesia. This research was conducted to investigate the community perception about the selection of synthetic drug and traditional drug. This research applied descriptive/quantitative method with samples as 95 people gained through purposive sampling. The data were gained through questionnaire and analyzed by using frequency distribution analysis.

The research result from 95 respondents showed that the respondents who chose synthetic drug were 84 people (88,4%). The result can be observed through individual characteristics namely adult 36-45 years amounted to 23 respondents (26,3%) preferred to chose synthetic drug caused by high level of security of the drug and they did not experience the chronic disease in long time, those who had Senior High School as last education that were amounted to 30 respondents believed strong research evidences, those who are house wives amounted to 30 respondents (35,7%) chose the synthetic drug because they needed quick recovery due to their job as house wives. The communities who chose traditional drug were 11 people (11,6%). This result can be observed by individual characteristic: elderly 46-55 years amounted to 6 respondents chose traditional drug because they belief in using traditional drug hereditary, those who had SMP as last education (45,5%) chose traditional drug because they still believed with traditional drug, and those who had entrepreneurship as job (63,6%) chose traditional drug because it had small risk of side effect.

Keywords: Perception, Synthetic Drug, Traditional Drug

