

ABSTRAK

Media sosial saat bisa dijadikan tempat untuk berbagi berbagai macam informasi, termasuk juga informasi kesehatan. Penelitian yang dilakukan bertujuan untuk mengetahui profil penggunaan media sosial seperti *Instagram*, *Facebook*, *TikTok* serta *Youtube* yang dapat meningkatkan pengetahuan swamedikasi di kalangan pelajar SMA “X” di Yogyakarta serta tingkat pengetahuan dan tindakan swamedikasi. Kuesioner sebagai instrumen dari penelitian ini melalui tiga tahap pengujian yaitu uji validitas dengan metode *professional judgement* dan dinyatakan valid, dilanjutkan dengan uji reliabilitas dengan metode *cronbach alpha* yang hasil dinyatakan reliabel menghasilkan nilai $>0,7$ dan uji yang terakhir adalah uji pemahaman bahasa yang diujikan kepada 5 responden. Penelitian ini merupakan penelitian observasional analitik dan analisa korelasi, dengan rancangan penelitian *cross sectional*. Penelitian ini membutuhkan 106 responden yang mana jumlah ini didapatkan berdasarkan perhitungan menggunakan rumus Lemeshow. Berdasarkan hasil penelitian didapatkan hasil tingkat pengetahuan dan tindakan responden mengenai swamedikasi masih masuk dalam kategori “Cukup”. Hasil analisis pengetahuan dan tindakan mendapatkan hasil $<0,05$ yang artinya terdapat hubungan yang signifikan antara pengetahuan dan tindakan responden.

Kata kunci : Penggunaan media sosial, Swamedikasi, Tingkat pengetahuan dan tindakan.

ABSTRACT

Social media can be used as a place to share various kinds of information, including health information. The research conducted aims to determine the profile of the use of social media such as Instagram, Facebook, TikTok and Youtube which can increase knowledge of self-medication among high school students “X” in Yogyakarta as well as the level of knowledge and self-medication actions. The questionnaire as an instrument of this study went through three stages of testing, namely the validity test with the professional judgment method and was declared valid, followed by a reliability test with the Cronbach alpha method which the results were declared reliable producing a value of > 0.7 and the last test was the language comprehension test which was tested on 5 respondents. This study is an analytical observational study and correlation analysis, with a cross sectional research design. This study requires 106 respondents where this number is obtained based on calculations using the Lemeshow formula. Based on the results of the study, it was found that the level of knowledge and actions of respondents regarding self-medication was still in the “Enough” category. The results of the analysis of knowledge and actions obtained results < 0.05 , which means that there is a significant relationship between the knowledge and actions of respondents.

Keywords: Use of social media, self-medication, level of knowledge and action.