

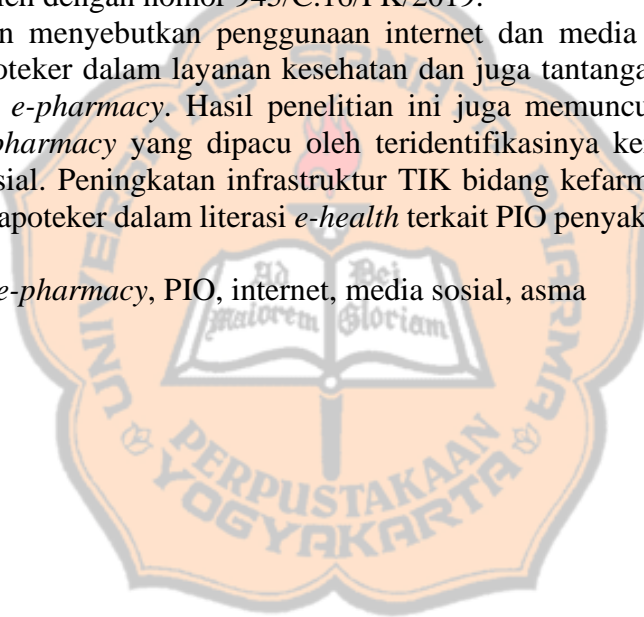
Abstrak

Revolusi industri 4.0 merupakan proses digitalisasi industri yang menggiring layanan kesehatan pada era penerapan Teknologi Informasi dan Komunikasi (TIK) yang disebut *e-health*. Penerapan TIK di bidang Farmasi dikenal sebagai *e-pharmacy*. Peran apoteker pada Pelayanan Informasi Obat (PIO) dengan memanfaatkan TIK berpengaruh pada literasi *e-health* yang pada akhirnya mendukung keberhasilan terapi pasien termasuk bagi pasien dengan penyakit kronis yang menerima pengobatan dalam jangka waktu lama, salah satunya adalah pasien asma. Oleh karena itu, penelitian ini bertujuan menggali persepsi apoteker mengenai penggunaan internet dan media sosial untuk pelayanan informasi obat, dengan studi kasus pelayanan pada pasien asma.

Penelitian ini bersifat deskriptif dengan pendekatan kualitatif. Pengambilan data dilakukan dengan wawancara menggunakan panduan wawancara yang telah di validasi oleh *professional judgement*. Wawancara dilakukan pada partisipan apoteker yang melakukan pelayanan kefarmasian kepada pasien asma, yang dipilih secara purposif pada bulan Maret sampai Juli 2019. Data hasil wawancara ditranskrip secara verbatim, kemudian dilakukan analisis tematik. *Ethical clearance* telah diperoleh dengan nomor 945/C.16/FK/2019.

Hasil penelitian menyebutkan penggunaan internet dan media sosial mengindikasikan potensi kapabilitas apoteker dalam layanan kesehatan dan juga tantangan transformasi terhadap peran apoteker di era *e-pharmacy*. Hasil penelitian ini juga memunculkan urgensi penetapan regulasi mengenai *e-pharmacy* yang dipacu oleh teridentifikasinya kerugian dari penggunaan internet dan media sosial. Peningkatan infrastruktur TIK bidang kefarmasian sangat diperlukan begitu pula kontribusi apoteker dalam literasi *e-health* terkait PIO penyakit kronis termasuk asma.

Kata kunci : *e-health*, *e-pharmacy*, PIO, internet, media sosial, asma



Abstract

The industrial revolution 4.0 is a process of industrial digitization that has led to health services in the era of the application of Information and Communication Technology (ICT) called e-health. The application of ICT in Pharmacy is known as e-pharmacy. The role of pharmacists in Drug Information Services (DIS) by utilizing ICT affects e-health literacy which ultimately supports the success of patient therapy, including patients with chronic diseases who receive treatment for a long time, one of which is asthma patients. Therefore, this study aims to explore pharmacist perceptions about the use of the internet and social media for drug information services, with a case study of care for asthma patients.

This research is descriptive with a qualitative approach. Data were collected by interview using interview guides that have been validated by professional judgment. Interviews were conducted on pharmacist participants who provided pharmaceutical services to asthma patients, who were selected purposively from March to July 2019. Interview data were transcribed verbatim, then a thematic analysis was carried out. Ethical clearance has been obtained under the number 945 / C.16 / FK / 2019.

The results showed that the use of the internet and social media indicates the potential capabilities of pharmacists in health services as well as the challenges of transforming the role of pharmacists in the era of e-pharmacy. The results of this study also raise the urgency of establishing regulations regarding e-pharmacy which is spurred by the identification of the disadvantages of using the internet and social media. Improving the ICT infrastructure in the pharmaceutical sector is needed as well as the contribution of pharmacists in e-health literacy related to DIS of chronic diseases including asthma.

Keywords: e-health, e-pharmacy, DIS, internet, social media, asthma

