

INTISARI

Penggunaan obat tradisional di kalangan masyarakat Indonesia cukup lazim, yaitu sekitar 40% - 65%. Namun penggunaannya di kalangan remaja belum banyak diungkap melalui penelitian, meskipun populasi remaja mencakup 28% dari seluruh populasi. Sejauh penelusuran pustaka belum banyak penelitian mengenai faktor perilaku penggunaan obat tradisional di kalangan remaja. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berkontribusi terhadap intensi penggunaan obat tradisional di kalangan remaja. Analisis faktor perilaku didekati dengan konsep *Theory of Planned Behaviour* (TPB) yang memuat konstruk sikap, norma subjektif, dan persepsi pengendalian perilaku.

Penelitian ini bersifat observasional analitik dengan desain studi *cross sectional*. Responden adalah pelajar Sekolah Menengah Kejuruan di Kabupaten Demak. Teknik sampling dalam penelitian ini adalah *two stages cluster sampling*. Besar sampel adalah 296 responden. Teknik pengambilan data dengan menggunakan instrumen penelitian berupa kuisioner yang diberikan kepada responden dalam bentuk *Google Form*. Kuisioner tersebut disusun berdasarkan hasil studi elisitasi untuk konstruk TPB, yaitu sikap, norma subjektif dan persepsi kontrol perilaku. Kuesioner diuji validitas isi, reliabilitas, dan pemahaman Bahasa sebelum digunakan. Data dianalisis secara deskriptif dan analisis regresi linier berganda. Jumlah responden perempuan dan responden laki – laki hampir seimbang rata-rata $50,00 \pm 0,48\%$ dan, umur 15 – 19 tahun. Intender dengan intensi kuat dalam penggunaan obat tradisional sebesar 53%. Ketiga konstruk TPB (sikap, norma subjektif, dan persepsi kontrol perilaku) memberikan kontribusi secara simultan sebesar 25,6% terhadap intensi penggunaan obat tradisional di kalangan remaja. Secara parsial ketiga konstruk TPB, yaitu sikap, norma subjektif, dan persepsi kontrol perilaku masing-masing memberikan kontribusi sebesar 5,87%, 12,74%, dan 6,95%

Kata Kunci : Faktor Perilaku, Obat Tradisional, Remaja, Intensi, *Theory of Planned Behavior*

ABSTRACT

The use of traditional/herbal medicines is prevalent among Indonesians, around 40% - 65%. However, its use among adolescents has not been widely revealed through research, even though the adolescent population covers 28% of the entire population. So far as literature searches, there have not been many studies regarding behavioral factors in the use of traditional medicines among adolescents. This study aims to analyze the factors contributing to the intention to use traditional medicine among adolescents. Behavioral factor analysis has approached the concept of Theory of Planned Behavior (TPB) which includes attitude constructs, subjective norms, and perceptions of behavioral control.

This research is an analytic observational with a cross-sectional study design. Respondents are students of Vocational High School in Demak Regency. The sampling technique in this study is a two-stage cluster sampling. The sample size is 296 respondents. Data collection techniques using research instruments in questionnaires form given to respondents in Google Form. The questionnaire was compiled based on the results of elicitation studies for the TPB construct, namely attitudes, subjective norms, and perceived behavioral control. The questionnaire has tested for content validity, reliability, and language comprehension before being used. Data has been analyzed descriptively and multiple linear regression analysis. The number of female and male respondents was an average of $50.00 \pm 0.48\%$ meanwhile aged 15-19 years. Strong intenders to use traditional medicine are 53%. All the TPB constructs (attitude, subjective norm, and perceived behavioral control) simultaneously contributed 25.6% to the intention to use traditional medicine among adolescents. Partially each of the TPB constructs in respective attitudes at 5.87%, subjective norms at 2.74%, and perceived behavioral control at 6.95% contributed to the intention of using traditional medicine.

Keywords: Behavioral Factors, Traditional Medicine, Adolescents, Intentions, Theory of Planned Behavior