

ABSTRAK**ANALISIS HUBUNGAN PENGETAHUAN DENGAN PERILAKU
MASYARAKAT TERHADAP SWAMEDIKASI DIARE DI SALAH SATU
APOTEK KABUPATEN BANDUNG****Oleh :****Boy Sasmita Gumilar****11181111**

Diare adalah kondisi Buang Air Besar (BAB) yang tidak normal dan tinja encer yang terjadi lebih dari 3 kali sehari. Masyarakat sering melakukan swamedikasi saat mengatasi masalah diare. Swamedikasi merupakan upaya pengobatan sendiri tanpa resep dokter untuk mengobati penyakit ringan atau gejala yang diderita. Perilaku swamedikasi yang tepat harus memiliki pengetahuan yang baik. Tujuan penelitian ini untuk mengetahui hubungan tentang pengetahuan dengan perilaku masyarakat terhadap swamedikasi diare di salah satu apotek kabupaten bandung. Penelitian ini merupakan jenis penelitian *observasional analitik* dengan metode *cross sectional*. Sebanyak 96 responden yang terlibat dalam penelitian ini dipilih dengan metode *purposive sampling*. Data dianalisis menggunakan metode univariat dan bivariat. Hasil penelitian menunjukkan bahwa tingkat pengetahuan masyarakat 43,74% kategori baik, 39,58% kategori cukup, dan 16,67% kategori kurang sedangkan tingkat perilaku masyarakat 40,63% kategori baik, 47,92% kategori cukup, dan 11,46% kategori kurang. Analisis statistik menggunakan *Rank Spearman*, didapatkan hasil koefisien korelasi sebesar 0,352 dengan kekuatan korelasi lemah dan nilai signifikansi sebesar 0,000 yang artinya arah korelasi positif. Kesimpulan dari penelitian ini adalah terdapat hubungan signifikan yang lemah dan searah antara tingkat pengetahuan dengan perilaku masyarakat terhadap swamedikasi diare di salah satu apotek kabupaten bandung.

Kata Kunci: Diare, Swamedikasi, Pengetahuan, Perilaku

ABSTRACT**ANALYSIS OF THE RELATIONSHIP BETWEEN KNOWLEDGE AND
COMMUNITY BEHAVIOR TOWARDS DIARRHEA SELF-MEDICATING IN
ONE OF THE BANDUNG REGENCY PHARMACIES****By:****Boy Sasmita Gumilar****11181111**

Diarrhea is a condition of abnormal bowel movements (defecation) and diluted stools that occur more than 3 times a day. People often do self-medicating when dealing with diarrhea problems. Self-medication is an attempt at self-medication without a doctor's prescription to treat a mild illness or symptomatic illness. Proper self-medicated behavior must have good knowledge. The purpose of this study was to determine the relationship between knowledge and community behavior towards diarrhea self-medicating in one of the bandung district pharmacies. This research is a type of analytical observational research with cross-sectional method. A total of 96 respondents involved in this study were selected by the purposive sampling method. The data were analyzed using univariate and bivariate methods. The results showed that the level of public knowledge was 43.74% of the good category, 39.58% of the sufficient category, and 16.67% of the less category while the level of community behavior was 40.63% of the good category, 47.92% of the sufficient category, and 11.46% of the category was less. Statistical analysis using The Spearman Rank, obtained the result of a correlation coefficient of 0.352 with a weak correlation strength and a significance value of 0.000, which means a positive correlation direction. The conclusion of this study is that there is a significant weak and unidirectional relationship between the level of knowledge and community behavior towards diarrhea self-medicating in one of the district pharmacies in Bandung.

Keywords: *Diarrhea, Self-medication, Knowledge, Behavior*