

## **ABSTRACT**

### **FACTORS INFLUENCING WOMAN CHOSEN METHOD ACUPUNCTURE IN THE EFFORT LOSING WEIGHT BODY ( Study At Patient Woman Of Clinic Medication Acupuncture Rosa Calista Bandar Lampung)**

**By**

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Woman cope to lose weight body as a mean to take care of appearance represent existing phenomenon in modern society as effect expand capitalism. All modern woman of instan and practical tend to cope to lose weight body with medical technology professional. But fact in field, found by dozens woman of Bandar Lampung town to use service medication of acupuncture as source of medication of alternative to lose weight body. Phenomenon to the making Writer interest and at the same time also as target of research to know and explain factors influencing woman lose weight body, behavioral effort of health performed within losing weight reason and body chosen acupuncture method in the effort losing weight body.

Method Research the used is method qualitative. Technique data collecting in this study that is circumstantial interview with question having the character of is open, guided with guidance of interview. Later then data analysed to pass process reduce data, presentation of verification and data or withdrawal of conclusion. Hereinafter taken as informan amount to 4 peoples.

Result of from this research indicate that influencing woman lose weight body is the existence of x'self concept, social demand and environmental demand. Pursuant to behavior of health of Suchman, in the effort losing weight body which is a more regular done by all informan is shopping. While according to Kalangie, in the effort losing weight body which is dominant to be done by all informan that is with medication of alternative. Dominant reason all informan chosen acupuncture method because having the character of to experience of.

**Keywords: woman, acupuncture, heavy of body**