

## **ABSTRACT**

### **INFLUENCE OF DISPLAY COMMEMORATION OF USAGE INSTRUCTION AT NONPRESCRIPTION DRUG ADVERTISEMENTS ON TELEVISION TO VIEWERS ATTITUDE IN CONSUMING NONPRESCRIPTION DRUGS**

**( Study At Residents Of Perumnas Way Halim)**

**By**

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Drugs have special position in public because it's needed to heal and increases public health. However, wrong usage, irrational and imprecise can be endanger public.

To protect public from possibility the wrong usage drugs, irrational and imprecise of promotion influence effect through advertisements, the government executes control and observation to distribution of drugs information, including drugs advertisements.

In drug advertisements, problem faced is relative complex because aspect considered not only concerning ethical criteria of advertising, but also concerning its risk-benefit to health and safety of wide public.

Therefore, content, structure and also advertising message format of drugs need to be designed correctly agate doesn't generate perception and interpretation which is wrong by public. Advertisement of nonprescription drugs on television must mention commemoration the order usage found on advertisement end of nonprescription drug with visualization of article " BACA ATURAN PAKAI , JIKA SAKIT BERLANJUT HUBUNGI DOKTER" with brief duration. Purpose of commemoration displaying of order usage at advertisement of nonprescription drugs on television is that viewers obey order to use as described at packaging of the drugs, and contact doctors if pain suffered after consuming the drug continues.

Respondents in this research are residents of Perumnas Way Halim. Purpose of this research is know whether there is or not influence from displaying commemoration of order usage nonprescription drugs at advertisement of nonprescription drugs on television to viewers attitude in Kelurahan Perumnas Way Halim in consuming nonprescription drugs after seeing displays commemoration of order usage nonprescription drug in advertisements of nonprescription drug in television.

This research applies quantitative approach to 96 respondents using simple random sampling method. Research instrument applied is questionnaires, with data analysis technique applies simple linear regression with help of SPSS 13.0 program.

Based on result seems that: ( 1) Member Of Perumnas Way Halim has separate position in consuming nonprescription drug. This is visible from value intercept constantan 27,566. Mean otherwise there are displays commemoration of order usage drug at advertisement of nonprescription drugs in television hence viewers attitude consisted of by cognate aspect, affective and conative in consuming nonprescription drugs is 27,566.

(2). There is weak influence of displaying commemoration of order usage at advertisement of nonprescription drugs on television to the viewers attitude in consuming nonprescription drug 5,3 %. Visible from number R square obtained that is 0,053. While 94,7% must be explained by other factors of which are not examined in this research.