

Overview Of Consumer Knowledge Level On The Use Of Analgesic Drugs In Self-Medication At Zivana Jiwan Pharmacy

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Abstract. This study aimed to describe the level of consumer knowledge regarding the use of analgesic drugs in self-medication at Zivana Jiwan Pharmacy. Self-medication with analgesic drugs needs to be supported by good knowledge so that its use is safe, effective, and rational. This study used a descriptive method with a quantitative approach. Data were collected using a questionnaire administered to 96 respondents who met the inclusion criteria. The research instrument consisted of 13 questions covering indications, dosage, drug use, side effects, contraindications, and follow-up actions in the use of analgesic drugs. The results showed that 74 respondents (77.0%) had a good level of knowledge, 18 respondents (18.8%) had a sufficient level of knowledge, and 4 respondents (4.2%) had a poor level of knowledge. Respondents were dominated by the 31–40 year age group (44.8%), female sex (67.8%), and senior high school/vocational school education (66.7%). Thus, the level of consumer knowledge regarding the use of analgesic drugs at Zivana Jiwan Pharmacy is classified as good. Nevertheless, education and counseling by pharmacists and pharmacy technical personnel are still needed to improve the safe, effective, and rational use of analgesic drugs.

Keywords: Analgesics, Knowledge Level, Self-medication.

INTRODUCTION

Pain is one of the health complaints frequently experienced by the public, so self-medication with analgesic drugs is widely practiced. Self-medication is a community effort to treat health complaints independently using drugs that can be obtained without a doctor's prescription. Improper use of analgesic drugs can pose risks such as side effects, drug interactions, excessive dosage use, and treatment failure (Amalia et al., 2021; Halim et al., 2018).

Knowledge is one of the important factors influencing a person's behavior in drug use. A person's knowledge is influenced by education, experience, information, age, and environment (Notoatmodjo, 2021). Education level also plays a role in improving a person's ability to obtain health information, understand drug use instructions, and make appropriate decisions in the rational use of drugs (WHO, 2021).

Based on these issues, this study was conducted to describe the level of consumer knowledge regarding the use of analgesic drugs in self-medication at Zivana Jiwan Pharmacy.

RESEARCH OBJECTIVE

This study aims to describe the level of consumer knowledge regarding the use of analgesic drugs in self-medication at Zivana Jiwan Pharmacy. The knowledge assessed includes consumer understanding of indications, dosage, method of use, side effects, contraindications, and follow-up actions in the use of analgesic drugs.

RESEARCH METHODS

This study used a descriptive method with a quantitative approach. The study population consisted of consumers who purchased drugs at Zivana Jiwan Pharmacy over one month, totaling 2,480 people. The research sample consisted of 96 respondents, determined using the Slovin formula with a 10% margin of error. The sampling technique used was purposive sampling (Sugiyono, 2023).

The inclusion criteria in this study were consumers who purchased analgesic drugs at Zivana Jiwan Pharmacy, aged 18–50 years, purchased over-the-counter drugs, limited over-the-counter drugs, and Mandatory Pharmacy Drugs (Obat Wajib Apotek/OWA) without a prescription, and were willing to

become respondents. The research instrument was a questionnaire consisting of 13 questions concerning indications, dosage, drug use, side effects, contraindications, and follow-up actions in the use of analgesic drugs. A correct answer was scored 1, and an incorrect answer was scored 0. The level of knowledge was categorized as good if the score obtained was 76–100%, sufficient if 56–75%, and poor if <56% (Notoatmodjo, 2021).

The research instrument was tested for validity and reliability. The validity test results showed that all question items were declared valid, while the reliability test using Cronbach's Alpha obtained a value of 0.931, so the instrument was declared reliable. Data were analyzed descriptively using frequency distribution and percentages (Janna & Herianto, 2021).

RESEARCH RESULTS

Research Subjects

The study entitled “Overview of Consumer Knowledge Level on the Use of Analgesic Drugs in Self-Medication at Zivana Jiwan Pharmacy” was conducted at Jl. Branjangan No. 21 A, Jiwan, Madiun, East Java. This study was conducted over the past 1 month, namely in May–June 2026, using a descriptive research method with a quantitative approach. The number of respondents involved in this study was 96, consisting of consumers or members of the public who purchased analgesic drugs at Zivana Jiwan Pharmacy. The results obtained from the study are as follows.

Respondent Characteristics by Sex

Table 1. Distribution of Respondents by Sex

Sex	Knowledge Level			
	Good n (%)	Sufficient n (%)	Poor n (%)	Total n (%)
Female	50 (68.4%)	13 (72%)	2 (40%)	65 (67.8%)
Male	23 (31.6%)	5 (28%)	3 (60%)	31 (32.2%)
Total	73 (100%)	18 (100%)	5 (100%)	96 (100%)

This study was conducted on 96 respondents. Based on respondent characteristics, the majority were female, totaling 65 respondents (67.8%), while male respondents totaled 31 (32.2%). The predominance of female respondents in this study indicates that female consumers are more frequently purchasers and users of analgesic drugs at Zivana Jiwan Pharmacy compared with male consumers.

Respondent Characteristics by Age

Table 2. Distribution of Respondents by Age

Age Group (Years)	Knowledge Level			
	Good n (%)	Sufficient n (%)	Poor n (%)	Total n (%)
18 – 30 years	29 (40%)	2 (11%)	-	31 (32.2%)
31 – 40 years	30 (41%)	11 (61.2%)	2 (40%)	43 (44.8%)
41 – 50 years	14 (19%)	5 (27.8%)	3 (60%)	22 (23%)
Total	73 (100%)	18 (100%)	5 (100%)	96 (100%)

This study was conducted on 96 respondents. Based on age characteristics, the 31–40 year age group was the largest, comprising 43 respondents (44.8%). This result indicates that most analgesic drug users belong to the adult-to-late-adult age group, suggesting that these respondents are more susceptible to experiencing pain complaints and therefore require the use of analgesic drugs.

Respondent Characteristics by Educational Background

Table 3. Distribution of Respondents by Educational Background

Educational Background	Knowledge Level			Total n (%)
	Good n (%)	Sufficient n (%)	Poor n (%)	
Elementary School (SD)	4 (5.5%)	-	-	4 (4.1%)
Junior High School (SMP)	9 (12.3%)	6 (33.3%)	2 (40%)	17 (17.8%)
Senior High/Vocational School (SMA/SMK)	49 (67.1%)	12 (66.7%)	3 (60%)	64 (66.7%)
Diploma	8 (11%)	-	-	8 (8.3%)
Bachelor's Degree	3 (4.1%)	-	-	3 (3.1%)
Total	73 (100%)	18 (100%)	5 (100%)	96 (100%)

This study was conducted on 96 respondents. Based on educational background, the majority of respondents had a senior high school/vocational school (SMA/SMK) education, totaling 64 respondents (66.7%). These results indicate that education level can influence a person's ability to receive and understand information related to the correct and proper use of analgesic drugs.

Overview of Consumer Knowledge Level on the Use of Analgesic Drugs

Table 4. Distribution of Consumer Knowledge Level on the Use of Analgesic Drugs

Knowledge Level	Frequency (n)	Percentage (%)
Good	74	77.0
Sufficient	18	18.8
Poor	4	4.2
Total	96	100

The measurement results of the knowledge level showed that 74 respondents (77.0%) had good knowledge, 18 respondents (18.8%) had sufficient knowledge, and 4 respondents (4.2%) had poor knowledge. Thus, the majority of consumers at Zivana Jiwan Pharmacy have a good level of knowledge regarding the use of analgesic drugs.

DISCUSSION

Based on the research results, of the 96 respondents studied, the majority were female, totaling 65 respondents (67.8%), while male respondents totaled 31 (32.2%). These results indicate that female consumers are more frequently purchasers and users of analgesic drugs at Zivana Jiwan Pharmacy. The predominance of female respondents in this study indicates that women were more commonly found as consumers purchasing analgesic drugs during the study period. This condition may be related to women's roles within the family and in health-related decision-making regarding drug use. In addition, women may also experience various pain complaints, requiring analgesic drugs to help relieve pain (Notoatmodjo, 2021).

Based on the research results, most respondents belonged to the 31–40 year age group, totaling 43 respondents (44.8%). This was followed by the 18–30 year age group with 31 respondents (32.3%) and the 41–50 year age group with 22 respondents (22.9%).

These results indicate that the majority of consumers purchasing analgesic drugs at Zivana Jiwan Pharmacy came from the 31–40 year age group. This age group is generally considered productive adulthood, typically involving various activities and responsibilities in daily life. These activities may lead to pain complaints such as headaches, muscle pain, back pain, or other pain complaints, resulting in the need for analgesic drugs (Suherman, 2019).

Based on the research results, the majority of respondents had a senior high school/vocational school (SMA/SMK) education, totaling 64 respondents with a percentage of 66.7%. Respondents with a junior high school (SMP) education totaled 17 respondents (17.8%), Diploma education totaled 8 respondents (8.3%), elementary school (SD) education totaled 4 respondents (4.1%), and Bachelor's degree totaled 3 respondents (3.1%).

The predominance of respondents with SMA/SMK education indicates that most consumers purchasing analgesic drugs at Zivana Jiwan Pharmacy have a secondary education level. Education level can help a person receive and understand acquired information, including information regarding analgesic drug use.

Based on the research results, respondents with SMA/SMK education were the largest group among all respondents. This condition suggests that most consumer respondents have the basic ability to receive information regarding drug use, such as information on indications, dosage, directions for use, side effects, and contraindications of analgesic drugs.

However, education is not the only factor determining a person's knowledge level. Therefore, even though a person has a higher education level, accurate and clear information regarding drug use is still required. The provision of education by pharmacy personnel remains important so that consumers can understand the appropriate use of analgesic drugs (WHO, 2021; Islam et al., 2025).

The level of consumer knowledge in this study was measured using a questionnaire consisting of 13 questions. These questions covered several aspects of analgesic drug use, namely indications, drug dosage, drug use, side effects, contraindications, and follow-up actions in taking analgesic drugs. Each correct answer was scored 1, and an incorrect answer was scored 0. All scores were then summed to determine the respondents' knowledge level category.

Based on the research results, 74 respondents (77.0%) had a knowledge level in the good category, 18 respondents (18.8%) were in the sufficient category, and 4 respondents (4.2%) were in the poor category. Based on the assessment criteria, the knowledge level was categorized as good if the score obtained was 76–100%, sufficient if the score obtained was 56–75%, and poor if the score obtained was less than 56%.

These results indicate that most consumers at Zivana Jiwan Pharmacy already have a good understanding of analgesic drug use. A good level of knowledge indicates that most respondents have understood the various aspects assessed in this study, namely indications, dosage, drug use, side effects, contraindications, and follow-up actions in the use of analgesic drugs.

Good knowledge regarding indications can help consumers understand the purpose of analgesic drug use and adjust its use according to the complaints experienced. Understanding of dosage and method of use is also important to prevent excessive or inappropriate drug use. In addition, understanding of side effects and contraindications can help consumers recognize the risks of drug use and be more cautious when using analgesic drugs.

A good level of knowledge also indicates that most respondents have a sufficient understanding of the rational use of analgesic drugs. This knowledge is important to help prevent medication errors, such as excessive dosage use, use of drugs not according to indication, or prolonged drug use. Consumers with good knowledge are also expected to pay more attention to the information provided on drug packaging as well as information given by pharmacy personnel.

Although the majority of respondents had a good level of knowledge, there were still 18 respondents (18.8%) with a sufficient level of knowledge and 4 respondents (4.2%) with a poor level of knowledge. Combined, 23.0% of respondents were not yet included in the good knowledge category. This indicates that there are still consumers who need additional information regarding analgesic drug use.

Based on these results, education and the provision of drug information are still needed even though the majority of consumers already have a good level of knowledge. Education is particularly needed to ensure that consumers understand the indications, dosage, method of use, side effects, contraindications, and actions to be taken in the event of unexpected complaints or effects after using analgesic drugs.

Overall, the results of this study indicate that the level of consumer knowledge regarding the use of analgesic drugs at Zivana Jiwan Pharmacy is in the good category, at 77.0%. These results indicate that most consumers already have a good understanding of analgesic drug use. However, the presence of respondents in the sufficient and poor knowledge categories indicates that the provision of education by pharmacy personnel still needs to be maintained and improved so that the use of analgesic drugs can be carried out safely, appropriately, and rationally.

CONCLUSION

Based on the research results, the characteristics of consumers purchasing analgesic drugs at Zivana Jiwan Pharmacy were dominated by the 31–40 year age group (44.8%), female sex (67.8%), and senior high school/vocational school (SMA/SMK) education (66.7%). The level of consumer knowledge regarding analgesic drug use at Zivana Jiwan Pharmacy was classified as good, with 74 respondents (77.0%). The good knowledge category was determined based on a score of 76–100%.

SUGGESTIONS

For Zivana Jiwan Pharmacy, it is expected to maintain and improve education and the provision of information regarding the use of analgesic drugs, particularly regarding indications, dosage, method of use, side effects, contraindications, and the appropriate time to consult a healthcare professional. For the public, it is expected that greater attention be paid to information provided by pharmacists and pharmacy technical personnel regarding the correct use of analgesic drugs in order to minimize the risks of improper drug use.

For future researchers, it is hoped that this research can be developed by adding other variables that may influence public knowledge levels, such as sources of information, occupation, and drug use experience, as well as by conducting research with a larger number of respondents.

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