

ABSTRACT

Drug advertisements broadcast through television electronic mass media have the aim of persuading, reminding, and informing in selling medicinal products by providing information about drugs and health so that the viewing audience has interest and trust in choosing the medicinal product and then buying it to carry out self-medication (Lukitaningsih, 2013). Self-medication or another term for this treatment is a situation when someone chooses and uses their own medicines to treat diseases or symptoms that they recognize (Sitindaon, 2020). The purpose of this study is to measure the effect of non-prescription over-the-counter drug advertisements aired on television with self-medication behavior on the use of flu symptom relief drugs in West Java. The research method used is simple linear regression by testing normality, data determination test, and hypothesis testing. In the results of data analysis, it was found that there were significant results from the tests carried out on the dependent and independent variables. The data obtained shows that there is 76% of the coefficient of determination of the Drug Advertising variable on Consumer Behavior. With the positive coefficient value obtained, the direction of the influence of the independent variable on the dependent variable shows positive results as well. That way, H_1 can be accepted, while H_0 is rejected. The conclusion is that drug advertisements on television influence people in treating themselves, especially in handling flu symptoms. That way, advertising as a medium of marketing communication of a drug company has succeeded in achieving the purpose and function of advertising itself.

Keywords: *Drugs Advertisement, Self-medication, Television.*