

SURVEY OF INDONESIAN PUBLIC AWARENESS INDEX ON DRUG AND FOOD

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Abstract: Drugs and food which marketed in Indonesia must meet quality and safety requirements that are regulated by NADFC-RI. A Survey of Indonesian Public Awareness Index on Drugs and Food was conducted in 2016 with the objective of obtaining Public Awareness Index score in National scale. The Public Awareness Index is a measure (on a 100 / likert scale) that explains the level of public awareness in understanding, acting, and in the daily behavior of choosing and consuming drugs and food products. The sampling methodology used census blocks with home visit techniques in the survey area of 15 Provinces and a total of 5,240 household respondents. The Respondents are the general public at selected location with at least 15 years of age. Using approach of the Knowledge, Attitude & Perception, Practice Study to get information about people's knowledge, attitude and behavior in choosing drugs and food including traditional medicines, cosmetics and food supplements. Measurement of index survey was conducted using questionnaires that were delivered face to face and the data analysis statistically used SPSS. The study resulted the value of the Public Awareness Index on Drugs (Ethical and Antibiotics) = 65.78, Other Drugs (Traditional medicine and Vitamin) = 49.23, Cosmetics = 71.54 and Processed Food = 75.36. Overall, it can be concluded that Indonesian Public Awareness Index was at a score of 65.48. This position shows the public has been GOOD ENOUGH consciousness in choosing and consuming drugs, traditional medicine, cosmetic and food products.

Keywords: Indonesian, Public Awareness, Index

Introduction

Drugs and food have been distributed and consumed by the people must be certified safe and satisfy the quality of standard that has been set. The assignment of Badan POM is controlling the drugs and food in distribution to be guaranteed safe and meet the established quality standards. This indicator is measured by taking samples of drugs and food in circulation to be tested in the laboratory. This matter is regulated in Jaminan Kesehatan Nasional (JKN) Program regulated in Law Number 40 Year 2004 regarding National Social Security System (SJSN). In JKN also imposed the quality assurance of drugs which is an integral part in the implementation of health development. Where JKN is one form of social protection to ensure that every people can meet the basic needs of life that is at least feasible toward the realization of just social welfare for all the people of Indonesia. With the increasing demand for drugs as one of the required products. While the indirect impact of the implementation of JKN is an increase in drugs consumption, both the number and the type.

One of the POM's strategic programs is community empowerment, to encourage people to protect themselves from medicinal and food products that endanger health. The awareness of community of safe Drugs and Food products, is determined by the knowledge and how the community responds to the information it receives. The ability of the community to protect itself from products and food that endanger health, starting from its awareness of security issues related to Drugs and Food. The lower the public awareness, the less likely it is to protect themselves.

Badan POM continues to encourage people to actively participate in drugs and food control by becoming smart consumers thoroughly before buying and consuming drugs and food, as well as being pro-active in providing information on drugs and Food allegedly violating regulations, such as broken food, expiration, without distribution or food permits suspected of containing hazardous substances. Besides, the public is also expected to participate in supervising intelligently in selecting products and provide information to the POM when finding products that do not meet the requirements.

Aim : The purpose of the "Public Awareness Index Survey" in selecting Drugs and Food "is to obtain a Public Awareness Index Value in choosing National Safe Drugs and Food.

Benefits: Given the value of "Public Awareness Index Survey in selecting Drugs and Food" then intervention will be done to improve the supervision of drugs and food.

Research method

The survey method used is quantitative method by doing face to face interview to the target respondent. The interviewer or surveyor who has been trained beforehand, will interview the target of the respondent with the predefined criteria. The sampling technique used is the census block that has been designed by the National Statistic Bureau (NSB) team which is the supervisor of this survey. The randomness of the sample area is set in the census block by NSB, so that the representation of national and urban / rural coverage is quite high. The total number of respondents to be targeted in the survey is 5,240 respondents.

Population and Representation

The sample in this poll is designed to be able to represent the entire population of Indonesia from every household aged 17 years and over, to the designated census block. • Surveys were conducted in 15 provinces consisting of 524 census blocks (207 urban and 317 rural) with accompanying data comprising 5,240 household samples. An estimated sampling error of +/- 1.35%, at 95.0% confidence interval.

Sampling Technique

Method of sampling technique used is using census block which has been designed by NSB Team which become supervisor of this survey. The randomness of the sample area is set in the census block by NSB, so that the representation of national and urban / rural coverage is quite high. The Census Block is the work area of an enumerator of surveys conducted by NSB.

Number of samples

Based on the statistical calculation, the total sample population were 5.240 respondents ..

Table: Composition Respondent s

No.	Province	District Number	Sensus Block			Respondent Total
			Urban	Rural	Total	
1.	Nangroe Aceh Darussalam	21	12	32	44	450
2.	Sumatera Selatan	16	16	32	48	480
3.	Bengkulu	10	11	24	35	350
4.	Lampung	15	15	47	62	620

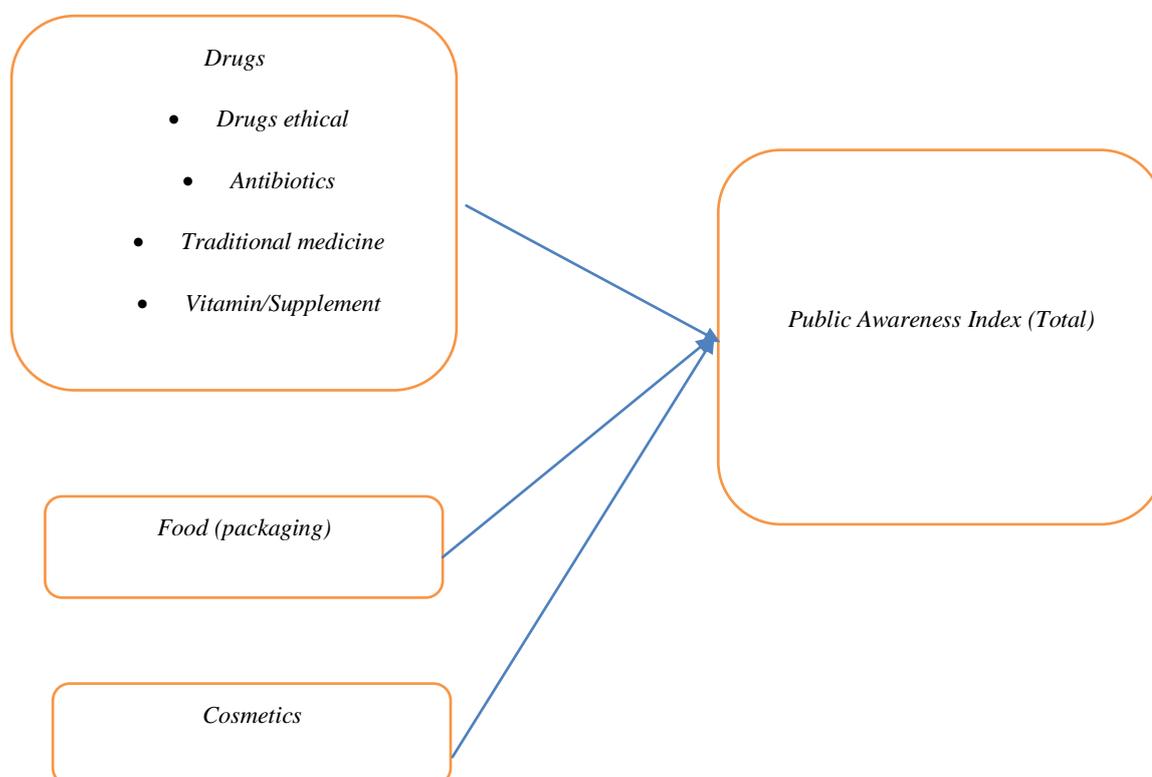
5.	DKI Jakarta	5	23	0	23	230
6	Jawa Barat	17	15	9	24	240
7	Jawa Tengah	20	10	13	23	230
8	Jawa Timur	16	10	11	21	210
9	Kalimantan Selatan	12	7	10	17	170
10	Kalimantan Barat	14	10	25	35	350
11	Kalimantan Timur	10	30	18	48	480
12	Kalimantan Utara	5	6	4	10	100
13	Sulawesi Selatan	18	9	15	24	240
14	Sulawesi Tenggara	16	9	22	31	310
15	Papua Barat	13	24	55	79	790
	Total		207	317	524	5.240

Data analysis

Questionnaires that have been filled respondents were analyzed using SPSS (Statistical Package for the Social Sciences) 23.

Public Awareness Index

The Public Awareness Index is a measure (on a 100 / likert scale) in a study that explains the level of public awareness in understanding, acting, and in good drugs, food, and cosmetic behavior. Parameters and scales follow the research instruments that have been set by the drafting Team of the Center for Food and Drugs Research Badan POM. The Public Awareness Index was organized on the following three research categories:



Result

Table Public Awareness Index Total

No.	Public Awareness Index Category	Indeks
1.	Drugs category (Ethical andAntibiotics)	65,78
2.	Other drugs category (Traditional medicines and Vitamins)	49,23
3.	Food category (Food and Package Beverages)	75,36
4.	Cosmetics	71,54
	Total Index	65,48

The Public Awareness Index measuring the level of knowledge, attitude, and behavior of individuals towards food, drugs, and cosmetics uptakes was 65.48, in 2016. It indicates an acceptable level of awareness.

The Public Awareness index towards drugs (65.78%) and other drugs (traditional medicines and vitamins) (49.23%) are lower than cosmetics (71.54) and foods (75.360)

Community Awareness Index that measures the level of public awareness in understanding, acting, and in the behavior of consuming traditional medicine, traditional medicine, packaged food, and cosmetics; In 2016 is at 64.66. This position shows the public has been Good Enough consciousness in consuming medicine, traditional medicine, food packaging, and cosmetics. : • Traditional Medicines Awareness Index (44,41) and Medicine (67,34) were lower than Cosmetics product (71,54) and Food (75,36). • Urban people (68.85) had higher levels of awareness than rural (61.93). Similarly, from the side of gender, women have a higher awareness than men significantly. Finally, the higher the education the higher the level of awareness in consuming the drugs products, traditional medicine, food in packaging, and good cosmetics.

Table : Public Awareness Index Urban and Rural

No.	Public Awareness Index Category	Area (scale 100)	
		Urban	Rural
1.	Drugs category (Ethical andAntibiotics)	69,42	63,40
2.	Other drugs category (Traditional medicines and Vitamins)	52,47	47,11
3.	Food category (Food and Beverages Product)	80,68	71,89
4.	Cosmetics	75,85	68,73
	Index Total	69,61	62,78

Based on ANOVA, as significant <0.05 , those who live in urban areas (69.61) scored significantly higher than those in rural areas 62.78.

Conclusion

- Indonesian Public Awareness Index in choosing drugs and food including traditional medicine, food supplements and cosmetics was good enough with the value of 65.48.
- The index value of urban area was higher than rural.
- Women were more aware than men

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