

## Kebijakan periklanan obat dan obat tradisional di Indonesia

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### Abstrak

Advertising control of medicine and traditional medicine was based on the Decree of the Minister of Health of Indonesian number 386/Menkes/SK/IV/1994 about advertising guidelines medicine, traditional medicine, cosmetics, medical devices and foods. The purpose of the study are (1) to identify regulation related to the advertising of medicine and traditional medicine, (2) to identify the institutional related to the advertising of medicine and traditional medicine, and (3) to identify the implementation of regulation related to the advertising of medicine and traditional medicine. The study design was cross sectional with descriptive approach. The research locations are in Jakarta, Yogyakarta, Denpasar, Medan dan Yogyakarta in 2009. The samples were institution related to the advertising of medicines and traditional medicines in central, provincial, and district level, i.e: Dinas Kesehatan Provinsi (Provincial Health Office), dinas Kesehatan Kota 9 District Health Office), Badan POM, Gp farmasi, PPPI, KPID, and YKLI. The primary data were collected by using indepth interviews and focus group discussion. The secondary Preliminary results enhanced by round table discussion in Jakarta. The data were analyzed by descriptive method. The Regulation related to the advertising are still based on decree of the minister of health of Indonesia no. 386/Menkes/SK/IV/1994 that has been inadequate. Another regulation in the central, provincial and district associated with the advertising control of medicine and traditional. The authority of institutions related to the advertising control of medicine and traditional medicine were: Badan POM conduct surveillance and repression advertising of medicine and traditional medicine, GPFI received a complain against the pharmaceutical industries that display advertising medicine and traditional medicine in violation of ethics, PPI is responsible for broadcast creative, KPID oversee broadcast media, the Board Press oversee the print media, and YLKI protect the public from advertising medicine and traditional medicines are still commonly found advertising that distorted, particularly it's advertisements in local media.