

PREFERENSI KOMUNITAS MENGENAI TERAPI MEDIS DAN TERAPI TRADISIONAL UNTUK PENYAKIT DEMAM DI WILAYAH KECAMATAN CILEDUG

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ABSTRAK

Preferensi adalah sikap individu dalam pengambilan keputusan dari berbagai pilihan yang tersedia, diukur dari manfaat dan kegunaan produk. Penelitian ini menganalisis perilaku masyarakat di Kecamatan Ciledug, Kota Tangerang, terkait preferensi penggunaan pengobatan medis dan tradisional berdasarkan sumber informasi, pengalaman, ekonomi, dan sosial budaya. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan fenomenologi melalui wawancara, melibatkan 18 responden berusia 24 hingga 63 tahun dengan berbagai latar belakang pendidikan dan ekonomi. Hasil penelitian menunjukkan bahwa faktor utama yang mempengaruhi preferensi adalah kondisi ekonomi, pengetahuan, dan tradisi. Masyarakat cenderung memilih pengobatan tradisional karena mengikuti tradisi, sedangkan pengobatan medis dipilih karena dasar ilmiah dan standar keamanan. Pengobatan medis menawarkan pemulihan cepat dan kemudahan akses, meskipun ada kekhawatiran tentang efek samping jangka panjang. Sebaliknya, pengobatan tradisional dianggap aman, murah, dan nyaman untuk perawatan awal di rumah, meskipun efektivitasnya bergantung pada konsistensi penggunaan.

Kata Kunci: Demam, Kecamatan Ciledug, Pengobatan Medis, Pengobatan Tradisional

COMMUNITY PREFERENCES REGARDING MEDICAL THERAPY AND TRADITIONAL THERAPY FOR FEVER IN THE CILEDUG DISTRICT AREA

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ABSTRACT

Preference is an individual's attitude in decision-making from various available choices, measured by the benefits and utility of the products. This research analyzes community behavior in Ciledug District, Tangerang City, regarding preferences for the use of medical treatment and traditional medicine based on sources of information, experience, economy, and socio-culture. The method used is qualitative research with a phenomenological approach through interviews, involving 18 subjects aged 24 to 63 years with various educational and economic backgrounds. The results indicate that the main factors influencing preferences are economic conditions, knowledge, and tradition. The community tends to choose traditional medicine due to following traditions, while medical treatment is selected for its scientific basis and safety standards. Medical treatment offers quick recovery and ease of access, although there are concerns about long-term side effects. Conversely, traditional medicine is considered safe, inexpensive, and convenient for initial home care, although its effectiveness depends on consistent use.

Keywords: Ciledug District, Fever, Medical Treatment, Preference, Tradicional Medicine