

Consumer Legal Awareness In Purchasing Hard Medicine Without A Doctor's Prescription (Study at Pharmacies in Kramat Jati District, East Jakarta City)

Kesadaran Hukum Konsumen Dalam Membeli Obat Keras Tanpa Resep Dokter (Studi Pada Apotek di Kecamatan Kramat Jati Kota Jakarta Timur)

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Abstract

Hard drugs are drugs that must be used or with a doctor's prescription, but in practice, consumers still often buy hard drugs without a doctor's prescription, even though from the consumer's perspective, the consumer's obligation is to read or follow information instructions and procedures for the use or utilization of goods and/or services, for security and safety. Authorized institutions or governments such as BPOM must take part in preventing and enforcing the distribution of hard drugs without a doctor's prescription with more thorough outreach and supervision, because basically, it is specified in existing regulations that BPOM has pre-market and post-market functions . The results of the discussion revealed that the stage of consumer legal awareness in Kramat Jati District, East Jakarta, only reached stage 2 (two),



which is why consumers still buy hard drugs without a doctor's prescription is due to a lack of legal understanding. For BPOM, although there have been many efforts made to increase legal awareness, in carrying out its functions, BPOM is still not in accordance with the principles of consistency, efficiency and proportionality in CROB which makes the law ineffective. Therefore, consumers should fulfill their obligations in accordance with the UUPK, and the Government should implement good preventive methods to increase consumers' legal awareness, one way is by implementing the nudging concept in the KIE program as a strategic effort to increase consumers' legal awareness of purchasing hard drugs without a prescription. doctor.

Keywords *Legal Awareness, Consumers, Hard Drugs, Doctor's Prescriptions*

Obat keras merupakan obat yang harus digunakan atau dengan resep dokter, namun dalam praktiknya masih sering terjadi konsumen membeli obat keras tanpa resep dokter, padahal dari sudut pandang konsumen, kewajiban konsumen adalah membaca atau mengikuti informasi petunjuk dan tata cara penggunaan obat tersebut. penggunaan atau pemanfaatan barang dan/atau jasa, demi keamanan dan keselamatan. Institusi atau pemerintah yang berwenang seperti BPOM harus turut andil dalam mencegah dan menertibkan peredaran obat keras tanpa resep dokter dengan sosialisasi dan pengawasan yang lebih menyeluruh, karena pada dasarnya sudah diatur dalam peraturan yang ada bahwa BPOM mempunyai fungsi pre-market dan post-market. Hasil diskusi mengungkapkan bahwa tahap kesadaran hukum konsumen di Kecamatan Kramat Jati Jakarta Timur baru mencapai tahap 2 (dua), hal ini yang menyebabkan konsumen masih membeli obat keras tanpa resep dokter disebabkan karena kurangnya pemahaman hukum. Bagi BPOM, meskipun telah banyak upaya yang dilakukan untuk meningkatkan kesadaran hukum, namun dalam menjalankan fungsinya, BPOM masih belum sesuai dengan prinsip konsistensi, efisiensi dan proporsionalitas dalam CROB sehingga menjadikan undang-undang tersebut tidak efektif. Oleh karena itu, konsumen hendaknya memenuhi kewajibannya sesuai dengan UUPK, dan Pemerintah hendaknya menerapkan cara-cara preventif yang baik untuk meningkatkan kesadaran hukum konsumen, salah satu caranya adalah dengan menerapkan konsep nudging dalam program KIE sebagai upaya strategis untuk meningkatkan kesadaran hukum konsumen. membeli obat keras tanpa resep dokter. dokter.

Kata Kunci Kesadaran Hukum, Konsumen, Obat Keras, Resep Dokter

Introduction

Health is the most important thing needed by the human body (Notoatmodjo 2012). According to the World Health Organization (WHO), efforts to improve the quality of human life in the health sector are a very broad and comprehensive effort, this effort includes improving public health, both physical and non-physical. According to Article 1 number 1 of Law Number 17 of 2023 concerning Health, hereinafter referred to as the Health Law, it is stated that "Health is a state of health, both physically, mentally, spiritually and socially, which enables every person to live a productive life socially and economical." From the explanation of the Health Law, we can see that health is an important aspect because it concerns a socially and economically productive life, this directly contributes greatly to the life of the nation because much of the national income or GNP is obtained by increasing the effectiveness and productivity of the workforce.(Irawan 2022). Therefore, health should be a priority in the national development of a nation. One very important component of health is the availability of medicines as part of public health services. This is because drugs are used to save lives, restore or maintain health. In pharmaceutical science, drugs function to treat disease, reduce symptoms or modify chemical processes in the body(Jacob 2018).

Nowadays, many people buy hard drugs without a doctor's prescription. According to Article 320 of the Health Law, the use of pharmaceutical preparations of hard drugs can only be done based on a doctor's or dentist's prescription and misuse is prohibited. Then it is clarified in Article 24 of Government Regulation 51 of 2009 concerning Pharmaceutical Work which states that handing over hard drugs, narcotics and psychotropic substances to the public on a prescription from a doctor must be in accordance with the provisions of statutory regulations. One of the first factors is the sale of hard drugs without using a doctor's prescription by pharmacy managers because patients as consumers already use them regularly(Wardana 2022). The relationship between doctors and other health workers, including pharmacists, has a dominant position, while patients tend to be passive. This has the impact that pharmacists as health workers and business actors have an important role in consumer purchases, in addition, according to the latest data published by the directorate general of pharmaceuticals and medical equipment at the Ministry of Health, it is stated that the number of community pharmacy health service facilities or also known as pharmacies is as many as 22,629 pieces spread throughout Indonesia. However, the weak supervision implemented in Indonesia means that it is easy for patients to get hard drugs at pharmacies without using a doctor's prescription(Prabowo and Kurniawan 2021). Pharmacists themselves, according to Minister of Health Regulation Number 9 of 2017 concerning Pharmacies, are pharmacy graduates who have graduated

as Pharmacists and have taken the Pharmacist oath of office. Therefore, the pharmacist is considered to be aware of the act of selling drugs without a doctor's prescription, but in reality this is the case (Nurrohmah 2023).

Therefore, this research will discuss consumer legal awareness in purchasing hard drugs without a doctor's prescription at pharmacies in Kramat Jati District, East Jakarta City and the role of the Food and Drug Supervisory Agency (BPOM) in increasing consumers' legal awareness of purchasing hard drugs without a doctor's prescription. .

Methods

The type of research that the author uses is empirical/non-doctrinal research. The research approach used in this research is empirical-qualitative. An important aspect of qualitative analysis lies in the quality of the legal materials and data used by researchers during the analysis. Ensuring that only quality data or legal material is analyzed is of the utmost importance. Therefore, a critical aspect of analysis is its quality. Uncovering the truth is not the only goal of qualitative research; on the other hand it also seeks to understand the truth behind the rule of law. The data collection technique uses primary data, namely the results of observations, interviews and documentation. The informants in question are business actors and pharmacy consumers in Kramat Jati District, East Jakarta and also staff of the BPOM RI law firm, Mr. Lukas, Mr. Haris, and Mr. Eka. Apart from that, researchers also involve the use of secondary data sources. Library materials serve as an integral part of the latter, and are organized within a temporary and theoretical framework. Data analysis in preparing this research is descriptive in nature. What this means is that researchers will in no way justify whether a law can be said to be right or wrong. However, the researcher only provides some descriptions of the subjects and objects of this research.

Results & Discussion

A. Consumer Legal Awareness Of Kramat Jati District East Jakarta Pharmacy

In this sub-chapter we enter into consumer legal awareness based on the results of observations that have been carried out in several different locations. First of all, from a theoretical perspective, viewed from the theory of legal effectiveness, law can be said to be effective if there is a positive legal impact, (Ridha 2017) At that time, the law achieves its target in guiding or changing human behavior so that it becomes legal behavior, namely the condition where a person or in a society's citizens comply with applicable

regulations. Based on the research problems, it can be said that the law has not been fully complied with, which means the law cannot be said to be effective (Bilz and Nadler 2014). According to Soerjono Soekanto, factors that can influence the effectiveness of a law include; The legal factors themselves (laws), Law enforcement factors, namely the parties who form or apply the law, Facilities or facilities factors that support law enforcement, Community factors, namely the environment in which the law applies or is applied, Cultural factors, namely as a result works, creativity and feelings that are based on human intention in social life. In this sub-chapter, because the researcher discusses legal awareness from a consumer perspective, the researcher will discuss the appropriate factors for legal effectiveness, namely community factors. (Soekanto 1988).

Community factors refer to the structure, organization, and patterns of social interaction between individuals or groups in a particular region or environment. As previously explained, community factors are related to the environment in which the law applies or is applied. In this case, the environment where this law applies is the research location, namely Kramat Jati District, East Jakarta. Based on the research results, it was found that consumers' legal awareness regarding purchasing hard drugs without a doctor's prescription in Kramat Jati District, East Jakarta is still relatively low. You could say that if you look at the reality, because many consumers still buy hard drugs without a doctor's prescription. Some consumers still have not carried out their obligations as consumers as stated in Article 5 letter a of the Consumer Protection Law which states that the consumer's obligation is to read or follow information instructions and procedures for the use or utilization of goods and/or services, for the sake of security and safety. From what we know, based on Article 2 paragraph 2 of the Decree of the Minister of Health of the Republic of Indonesia Number: 02396/A/SK /VIII/86 concerning Hard Medicines List G, hard medicines must include the words "Must be prescribed by a doctor" on each package.

Then there are also obstacles to purchasing hard drugs in Kramat Jati District, East Jakarta, the first of which is the difficulty of getting these hard drugs. There is a stigma of not wanting to make things difficult and wanting to get these hard drugs easily. Some consumers admit that they still buy hard drugs without a prescription, some even still buy them in other ways even though they are prohibited from buying them without a doctor's prescription at pharmacies, namely by using e-commerce because it is more practical and they don't have to get a doctor's prescription first. One of the most common reasons is because they have previously bought hard drugs without a

prescription or have previously received a doctor's prescription, this indicates that consumers want it to be easier to get these hard drugs. However, if you have previously taken hard drugs, this does not mean you are allowed to continue taking them, there are side effects that can result from hard drugs which are dangerous to your health. Use of hard drugs in inappropriate doses or careless use can result in resistance to hard drugs such as antibiotics and can even cause death (Thaha, Baharuddin, and Syafar 2016).

Then another obstacle is the high cost of getting a doctor's prescription. The easiest way to get hard drugs is to buy them directly at the pharmacy by adding a little money for the business operator to provide the hard drugs. The stages of getting a doctor's prescription to buy hard drugs take more time and money, as proven by research results, consumers instead choose to buy them on e-commerce and also buy on the grounds that they have received a recommendation or previously received a doctor's prescription. Consumers will continue to buy medicines without a doctor's prescription even though they know that they must be used with a doctor's prescription. The stages of getting a doctor's prescription to buy hard drugs take more time and money, so consumers find ways to get hard drugs without a prescription, and this is proven based on the behavior of drug consumers at Kramat Jati sub-district pharmacies. These causes make the law ineffective, due to the fact that society has a lack of legal awareness (Stroup and Gray 2018).

From a theoretical perspective, according to Soerjono Soekanto, legal awareness is a matter of the values found in humans regarding existing laws or about laws that are expected to exist. Before understanding the meaning of this statement, it is better for us to look at the problems that occur in society (Soekanto 2002). First of all, the problem of legal awareness exists as a process of implementing positive law in Indonesia. From this positive law, it is the community's response that produces legal awareness. When talking about legal awareness, there are only two outputs produced, namely whether or not the public is aware of the law itself (Mulyani, Maksum, and Johan 2021). Society's lack of awareness of the law is the result of a mismatch between legal values and the values of society (Hasibuan 2016). And if you are aware, then the indicator is to see how far that legal awareness can go. Therefore, the meaning of the statement of legal awareness is a matter of values that exist in humans regarding existing laws or about laws that are expected to exist, namely the response of society in the form of values that are held as a result of the application of an existing law, while the meaning of values society about the law that is expected to exist is a response or output that involves reflection and evaluation of the existing law, whether it meets standards of justice or the

extent to which the law should reflect the values considered important by society. This means that society's response to the law adjusts to how the law should be applied. These values must be in accordance with existing laws, then in terms of the topics discussed.

We can also see based on the reality on the ground, what kind of law is desired so that the law can fulfill its function as a social engineering tool. Because basically, law must be dynamic, in the sense that the law must follow developments in society. Dynamic law as a social engineering tool here can be seen from the development of how to obtain hard drugs based on positive law in Indonesia, changes in how to get certain hard drugs without a doctor's prescription which can be seen in Article 320 paragraph 5 of the Health Law which states that apart from over-the-counter drugs and medication limited over-the-counter, certain hard drugs can be dispensed by pharmacists without a prescription in accordance with statutory provisions, what is meant by "certain hard drugs" here are types of hard drugs for which there are restrictions on the indications and/or quantities that can be dispensed by pharmacists without a prescription. Previously, all hard drugs had to require a doctor's prescription, but there has been a change in the form of relief that not all hard drugs can be purchased with a doctor's prescription. This is a way for the law to adapt to the values in society. Hard drugs that can be purchased without a doctor's prescription are mandatory pharmacy drugs (OWA). OWA exists to increase public access to medicines. However, you need to remember, because OWA is basically a hard drug, the person who delivers it must be a pharmacist, and there are certain provisions that the pharmacist must follow. This provision is of course to ensure safety for patients and for patients to benefit (Rosana 2014).

Based on what has been discussed previously, we know that most consumers do not want to make it difficult to obtain hard drugs, they want to get them quickly without intermediaries and complicated stages, therefore the law tries to make things easier for the public, even though in reality there are still problems. To find out why there are still problems, we need to first know the stages or indicators of legal awareness so that it allows us to safely determine whether consumer legal awareness has been achieved or not before we examine what is the problem. Soerjono Soekanto divides legal awareness into 4 stages or indicators, the first is knowledge about the law, which is a person's knowledge regarding certain behavior regulated by written law, namely about what is prohibited and what is permitted. Second, understanding of the law, which is the extent to which a person has a certain amount of information regarding the content, objectives and benefits of written rules. In

addition, attitudes towards the law include the tendency to accept or reject it. Legal behavior involves considerations about the applicability of a rule in society and the extent to which society complies with it. Each of these indicators reflects the level of legal awareness, from lowest to highest. Society can be said to be aware of the law if these four indicators are met.

Based on the distribution of these indicators, we can compare the theoretical aspects and the reality of whether legal awareness is achieved or not. The first and second indicators are knowledge of the law and knowledge of the content of the law. From this indicator, researchers have interviewed a number of consumers and asked about consumers' knowledge of the applicable laws regarding purchasing hard drugs which require a doctor's prescription. Of all the consumers the researchers interviewed, all knew that purchasing hard drugs had to be done with a doctor's prescription. Therefore, the first indicator can be said to be achieved, consumers know that purchasing hard drugs must be with a doctor's prescription, which is then related to the second indicator. According to Soerjono Soekanto, knowledge about the contents of the law includes public knowledge regarding the contents, objectives and benefits of these regulations. Consumers already know that purchasing hard drugs requires a doctor's prescription, but consumers must also know why using a doctor's prescription is required. The aim of the law is to regulate that the purchase of hard drugs must use a doctor's prescription because hard drugs are not just any drugs, their medicinal effects are stronger than ordinary drugs so that hard drugs cannot be consumed carelessly. Regarding knowledge of the contents of the law, the consumers interviewed by the researchers were aware of the effects of the hard drugs they bought, the effects varied from heart palpitations to drowsiness, and the purpose of the treatment was for different diseases. The purpose of the law to limit the purchase of hard drugs is because of the dangers that can be caused, consumers understand this because they feel the side effects of the drugs directly, so that, by consumers knowing and feeling the side effects of hard drugs, consumers also understand that their purchases must use a doctor's prescription. , then consumers understand why purchasing hard drugs must use a prescription, namely because of the implications that can arise and the necessity of limitations involving these hard drugs. So even though consumers do not have a direct opinion about why hard drugs must be prescribed, they are aware that there is exclusivity regarding these hard drugs and how to get them, which makes consumers understand that hard drugs are something that cannot be sold freely for one reason or another.(Primary 2022). However, it could be said that this indicator has not been achieved because consumers still do not understand the dangers that can arise from purchasing hard drugs

freely even though they understand that their purchases have an exclusive element. It has been explained previously that the purchase of hard drugs is limited because of the dangers they can cause, especially if they involve life. However, consumers still do not pay attention to the dangers that this can cause. It can be concluded that this is because if consumers understand the dangers, they will not buy them without a doctor's prescription. This is proven by the consumers who were interviewed by researchers who admitted that all of them had bought hard drugs without a prescription and considered buying drugs Hard without a prescription is fine as long as the pharmacist sells it, therefore the second indicator is not achieved, which means consumer legal awareness can be said to be lacking and the level only ends at the second indicator.

B. The Role Of The Food And Drug Control Agency (BPOM) In Purchasing Hard Medicine Without A Doctor's Prescription Through Nudging

One of the factors related to the problem of purchasing hard drugs without a doctor's prescription is the law enforcement factor, namely the parties who form and implement the law, which in this research is BPOM. This factor sees the need for reliable apparatus so that the apparatus can carry out its duties well. Based on the discussion above, we know that societal factors are one of the causes of the ineffectiveness of a law. People who have low legal awareness mean that consumers of hard drugs often buy them without a doctor's prescription. For this reason, it is necessary to increase legal awareness by BPOM towards consumers of hard drugs so that community factors work well so that the law can be implemented effectively.

As previously known, according to article 3 of Presidential Decree 80/2017, BPOM carries out the following 2 functions: preparation and implementation of national policies in the field of drug and food control; preparation and determination of norms, standards, procedures and criteria in the field of Pre-Circulation Supervision and During-Circulation Supervision; implementation of Supervision Before Circulation and Supervision During Circulation; implementing action against violations of statutory provisions in the field of drug and food control; and others. Purchasing hard drugs without a doctor's prescription is a problem that is the responsibility of BPOM in terms of monitoring drugs while they are in circulation. There are also matters related to BPOM's role in increasing legal awareness as regulated in article 17 of PerBPOM 13/2022 which states that BPOM has an educational function.

Efforts made by BPOM to increase consumer legal awareness include information and education communication (KIE) to business actors and consumers with the hope that both business actors and consumers will have compliance to achieve good drug regulatory methods. The IEC carried out by BPOM includes: Open socialization to business actors organized by BPOM regarding regulations in JDIH, Opening a complaint service at the Consumer Complaints Service Unit (ULPK) by coming directly, hotline at 150533, applications and social media, Urging business actors to take part carry out outreach to consumers, because basically business actors are the ones who have direct contact with consumers, therefore coordinating with them is something that BPOM can do to increase consumer legal awareness, outreach through elementary, middle, high school and university students regarding the use and purchase of drugs, and then Community Leaders (TOMAS) who collaborate with well-known health figures to provide information about medicines to the community by going directly to the field.

In practice, the implementation of efforts to increase legal awareness is in accordance with BPOM's educational function and is in accordance with existing regulations, but this function must also be in accordance with the principles in CROB, which according to Decree of the Head of BPOM Number 148 of 2023 must be supported by 9 principles which are different, namely; legality, consistency, independence, impartiality, proportionality, flexibility, clarity, efficiency and transparency. BPOM is expected to be able to harmonize these nine principles as the foundation for implementing BPOM policies and efforts to increase legal awareness.

If so, consumer legal awareness should be fulfilled, but apparently not. For this reason, let's explore the existing obstacles and try to provide solutions based on appropriate theory. The obstacle in BPOM's efforts to increase consumer legal awareness lies in its incompatibility with the principles of consistency, efficiency and proportionality. BPOM's efforts are still inconsistent. IEC, socialization and TOMAS are still unclear about the implementation time and regulations, this should be made into a separate regulation and not just a piece and short like the current regulations so that implementation is more consistent. Then regarding efficiency, BPOM must carry out more efficient outreach so that it reaches more people. The socialization movement must reach a larger area of society in a more interesting way, so that it can be more impressive, then because the socialization carried out by BPOM is mostly online, not all people have access to the internet and mobile phones, therefore socialization must be combined with offline methods. directly to the community which is carried out

consistently. Finally, regarding proportionality, socialization should be one of BPOM's priorities, so that every year BPOM makes efforts to innovate and improve performance in order to increase consumer legal awareness.

Therefore, there needs to be more effort from BPOM to increase legal awareness. According to Soerjono Soekanto, efforts to increase legal awareness are divided into two, namely preventive and repressive efforts (Atmasasmita 2001). The preventive method is a method of finding out the cause of the problem first. Meanwhile, repressive methods are actions taken after the problem occurs. Suitable efforts to implement related to increasing legal awareness are preventive efforts. Previously it was explained that BPOM has made preventive efforts with the IEC strategy, but in reality these efforts have not been able to fully increase legal awareness. According to Romli Atmasasmita, the factors that hinder the effectiveness of law enforcement do not only lie in the mental attitude of law enforcement officials, but also lie in the legal socialization factor which is often ignored. Efforts to increase BPOM's legal awareness must be given more attention, this is based on the principle of proportionality in CROB, where drug regulatory decisions must be proportional to the existing risks. The risks that can arise in this case can have fatal consequences, therefore BPOM's efforts to increase legal awareness must be maximized, BPOM must have a way to maximize the increase in consumer legal awareness.

There is a school of thought by a Harvard legal expert named Cass Sunstein called "nudging". Nudging itself comes from the word nudge which is interpreted in Indonesian as "nudge". The concept of nudging refers to attempts to influence people's behavior or decisions in a way that does not force or change their choices, but still influences them in a desired direction. For example, placing healthy foods in a more visible place in the school cafeteria to encourage healthier eating patterns. Nudging often uses behavioral psychology and decision theory to understand how people make decisions and how they can be influenced without eliminating their freedom of choice. It is a "tool" that can be used in the field of public policy and regulation to achieve desired results without forcing or applying direct pressure to society. (Colleoni et al. 2021).

This concept is what researchers want to try to apply in terms of legal awareness of consumers purchasing hard drugs without a doctor's prescription, by directing consumers to want to buy hard drugs with a doctor's prescription for the sake of personal health, without forcing consumers to comply with rules and regulations, because it is already written enough in the UUPK that The consumer's obligation is to read or follow information

instructions and procedures for the use or utilization of goods and/or services, for the sake of security and safety. However, we know that that alone is not enough to make consumers read that hard drugs require a doctor's prescription. Therefore, the nudging concept can be applied to consumers. First of all, to create a nudge concept that can be applied in relation to this research problem, Sunstein explained that there are conditions for nudge to be effective, namely; Simplification, Uses of social norms, Increases in ease and convenience, Disclosure, Warnings, graphic or otherwise, Precommitment strategies, Reminders and Eliciting implementation intentions(Sunstein 2014).

Researchers will take examples of several concepts, the first of which is Warnings, graphic or otherwise. This concept sees that if there is a serious impact from the use of an item, then this impact must be made as clear as possible so that consumers can clearly see the impact resulting from the use of the item. For example, cigarette packs display clear images regarding the impact of continuous use of cigarettes which can cause cancer, that is the concept of Warnings, graphic or otherwise, by clearly explaining the negative impact of an item. BPOM can work together with related agencies to reduce the impact of hard drugs. Regarding emphasizing this impact, the form can be different, for example it could be in the form of a new regulation regarding the requirement to emphasize this impact in every package of hard drugs, or in the form of a written warning on existing health facilities. To support this concept, we will take the example of cigarette packs, which adhere to the nudge concept. A study shows that health images on cigarette packaging have a positive impact on smoking behavior among students where the study was conducted. The positive impact given is based on research results, after seeing health images on cigarette packaging, cigarette consumption is reduced(Tuter 2017).

In terms of the concept of simplification, which means simplification, Sunstein believes that the complexity of getting something is a big problem in both developed and developing countries, because complexity produces confusion among people.(Sunstein 2014). It has been proven that the problem of purchasing hard drugs without a doctor's prescription is partly caused by the complexity of getting a doctor's prescription, where consumers are constrained by economic and time constraints so they choose to buy hard drugs without a doctor's prescription because it is considered more practical. Even though it is not BPOM policy, with the simplification of obtaining doctor's prescriptions, people will not think that obtaining a doctor's prescription takes a lot of time and money. In practice, this simplification has been implemented in the Decree of the Minister of Health of the Republic of

Indonesia Number Hk.01.07/Menkes/4829/2021 concerning Guidelines for Health Services via Telemedicine during the Corona Virus Disease 2019 (Covid-19) Pandemic, where in the attachment to this Minister of Health Decree, it is stated that Doctor's prescriptions can be in electronic form which can be given via the application.

However, there are still many people who do not understand the use of electronic prescriptions. BPOM can socialize this simplification to consumers through the IEC program to increase legal awareness regarding the problems of consumers who want to get prescriptions more efficiently. However, it should be taken into account that electronic medicine can only be done through paid applications, making the principle of efficiency again hampered. It would be good if the implementation of electronic doctor's prescriptions were integrated into public services in the health sector such as community health centers, taking into account time and cost efficiency. Efforts that BPOM can make are to prepare a strategic plan and then coordinate drug and food supervision between the center and the regions. According to Article 3 of the BPOM Presidential Decree, BPOM can coordinate the implementation of drug and food supervision with central and regional government agencies. This means that BPOM has the authority to provide recommendations to the government regarding policies related to medicine and food. These recommendations can be based on scientific assessments and risk evaluations of medicinal and food products. BPOM can also provide advice regarding the regulation, supervision and safety of medicinal and food products in Indonesia. The recommendation that can be proposed is an integrated simplification regulation regarding how to obtain a doctor's prescription via electronic media with the principle of efficiency. Because of the modern era, there is a need to adjust regulations related to this matter so that they can adapt to current developments, as well as provide legal certainty for business actors who have implemented this. Later there will also need to be socialization for this new policy which is the task of BPOM in its educational function. This is related to the principle of efficiency in CROB where the regulatory system must be carried out by considering ease of access, costs and time efficiency.

Next, regarding Uses of social norms, which means the use of social norms. This concept emphasizes the habits of the majority of people in a habit, for example "most people pay taxes on time", by doing this, it can be useful not to tell what most people do, but what most people think, which can then be change the mindset of people who violate that they are doing something that is not normal. BPOM can carry out IEC with this concept to

increase legal awareness more optimally. An example of what BPOM can do is socialize the need for hard drugs to use a doctor's prescription by changing the consumer's perspective that most consumers buy hard drugs without a doctor's prescription. This could be an example of the slogan "9 out of 10 people use a doctor's prescription" or so on which of course must be based on facts. which can normalize the use of doctor's prescriptions from a consumer perspective.

Next is the concept of Increases in ease and convenience, which means making other choices besides prohibited items more visible, for example, BPOM has carried out this nudge with the existence of PerBPOM Number 24 of 2021 concerning Supervision of the Management of Drugs, Medicinal Substances, Narcotics, Psychotropics and Precursors Pharmacy in Pharmaceutical Service Facilities. In this PerBPOM Attachment, it is stated that narcotic and psychotropic drugs are stored in the rear display case, because drugs in this class are not sold freely to buyers. However, BPOM should also apply the same thing to hard drugs in this regulation because hard drugs are not sold freely to buyers. Apart from that, there is also a prohibition on advertising hard drugs, this is regulated in Article 24 of PerBPOM Number 2 of 2021 concerning Guidelines for Supervising Drug Advertising. Meanwhile, over-the-counter medicines can be advertised freely and their placement in pharmacies is at the forefront, which according to researchers is in accordance with the concept of Increases in ease and convenience.

Then related to the next concept, namely disclosure, which is the practice of providing information or revealing facts to individuals or society to influence their behavior. This approach relies on transparency and openness to information to influence people's decisions or actions. Previously it was known that consumers still underestimated the problem of purchasing hard drugs without a doctor's prescription, the impact of which could be fatal if done continuously. Therefore, the IEC carried out by BPOM can adhere to the concept of disclosure by emphasizing the dangers that can occur if you consume hard drugs without a doctor's supervision. BPOM can carry out disclosure on social media, websites, or the BPOM mobile application.

Conclusion

Consumers' legal awareness in purchasing hard drugs without a doctor's prescription at pharmacies in Kramat Jati District, East Jakarta City is still lacking. This is because consumers still do not understand the dangers that can arise from buying hard drugs freely. Consumers are of the opinion that they do not want to make it difficult to get hard drugs, the stages of getting a

doctor's prescription to buy hard drugs takes more time and money, so consumers find ways to get hard drugs without a prescription and the efforts made by BPOM to increase consumers' legal awareness are by socializing the regulations at JDIH which BPOM urges you to understand, then BPOM also opens a complaint service at the Consumer Complaints Service Unit (ULPK) by visiting directly, the hotline at 150533, applications and social media. Then there is also KIE in the form of; outreach through elementary, middle, high school and university students, and the Community Leaders program (TOMAS) which collaborates with well-known health figures to provide outreach about medicines to the community in the form of going directly to the field. However, the educational function carried out by BPOM is still less effective.

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