

ABSTRACT

Background: *The professional use of social media for medical purposes plays a role in expanding professional networks, institutional promotion, and health promotion. It is not uncommon to find doctors involved in the promotion or advertisement of beauty products on social media. This can trigger an ethical dilemma in Indonesian medicine. Therefore, general practitioners as primary care doctors need a good level of knowledge and attitude in order to face this ethical dilemma.*

Objective: *To determine the level of knowledge and attitudes of general practitioners working at Raden Mattaher Hospital Jambi Province regarding ethical dilemmas in the context of using social media in light of the global phenomenon of beauty product consumerism.*

Methods: *This type of research is descriptive quantitative with a cross sectional approach. Data were collected using a questionnaire made by the researcher based on MKEK Decree No.29 of 2021 and MKEK Decree No.22 of 2020. This study was attended by 40 general practitioners working at Raden Mattaher Hospital, Jambi Province, aged 23-40 years, social media users, and willing to become respondents with the exclusion criteria of doctors who could not fill out the questionnaire completely. The data obtained were analyzed univariately.*

Results: *The majority of respondents as many as 34 people (85%) were aged 26-35 years. The majority of respondents as many as 23 people (57.5%) were female. The majority of respondents had a good level of knowledge as many as 20 people (50%), in the moderate category as many as 11 people (27.5%), and in the poor category as many as 9 people (22.5%). The majority of respondents had a good attitude as many as 35 people (87.5%), in the moderate category as many as 3 people (7.5%), and in the bad category as many as 2 people (5%).*

Conclusion: *The majority of respondents have a good level of knowledge and attitude.*

Keywords: *Indonesian Medical Ethics Dilemma, Beauty Product Consumerism Phenomenon, Social Media*

ABSTRAK

Latar Belakang: Secara profesional pemanfaatan media sosial untuk kepentingan medis berperan dalam memperluas jaringan profesi, promosi kelembagaan, dan promosi kesehatan. Tidak jarang ditemukan dokter ikut terlibat dalam promosi atau iklan produk kecantikan di media sosial. Hal ini dapat memicu timbulnya dilema etik kedokteran Indonesia. Maka dari itu dokter umum sebagai dokter pelayanan primer membutuhkan tingkat pengetahuan dan sikap yang baik agar dapat menghadapi dilema etik ini.

Tujuan Penelitian: Mengetahui gambaran tingkat pengetahuan dan sikap para dokter umum yang bekerja di RSUD Raden Mattaher Provinsi Jambi mengenai dilema etik dalam konteks penggunaan media sosial yang ditinjau dari fenomena konsumerisme produk kecantikan secara global.

Metode: Jenis penelitian ini adalah kuantitatif deskriptif dengan pendekatan *cross sectional*. Data dikumpulkan menggunakan kuesioner yang dibuat oleh peneliti berdasarkan SK MKEK No.29 tahun 2021 dan SK MKEK No.22 tahun 2020. Penelitian ini diikuti oleh 40 dokter umum yang bekerja di RSUD Raden Mattaher Provinsi Jambi memiliki usia 17-45 tahun, pengguna media sosial, dan bersedia menjadi responden dengan kriteria eksklusi dokter yang tidak dapat mengisi kuesioner secara lengkap. Data yang didapat dianalisis secara univariat.

Hasil Penelitian: Mayoritas responden sebanyak 34 orang (85%) berusia 26-35 tahun. Mayoritas responden sebanyak 23 orang (57,5%) berjenis kelamin perempuan. Mayoritas responden memiliki tingkat pengetahuan yang baik sebanyak 20 orang (50%), pada kategori cukup sebanyak 11 orang (27,5%), dan pada kategori buruk sebanyak 9 orang (22,5%). Sikap responden didapatkan mayoritas memiliki sikap baik sebanyak 35 orang (87,5%), pada kategori cukup sebanyak 3 orang (7,5%), dan pada kategori buruk sebanyak 2 orang (5%).

Kesimpulan: Mayoritas responden memiliki tingkat pengetahuan dan sikap yang baik.

Kata Kunci: Dilema Etik Kedokteran Indonesia, Fenomena Konsumerisme Produk Kecantikan, Media Sosial