

Analisis Penjualan Obat Sirup Kuartal 3 dan 4 Tahun 2022 Terkait Kasus Gagal Ginjal di Apotek Roxy Poltangan = Analysis of Syrup Sales in the 3rd and 4th Quarter of 2022 Regarding Kidney Failure Cases at the Roxy Poltangan Pharmacy

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Abstrak

Pada bulan Oktober 2022, kasus gagal ginjal pada anak mencapai 245 kasus pada 26 provinsi di Indonesia. Menanggapi hal tersebut, Kemenkes mengeluarkan surat edaran yang berisikan daftar terbaru obat sirup yang tidak tercemar etilen glikol dan dietilen glikol. Hal ini memengaruhi penjualan di Apotek Roxy Poltangan. Guna mengetahui omzet penjualan sirup ethical, drop, dan sirup On The Counter, dilakukan pengumpulan dan pengolahan data penjualan obat sirup departemen 09, 10, H1, H2, dan H3 kuartal 3 dan 4 tahun 2022 melalui sistem back office. Serta membagikan kuisisioner kepada pelanggan mengenai pembelian obat sirup melalui WA grup. Berdasarkan analisis, penjualan obat sirup hampir memiliki tren yang sama, yaitu terdapat penurunan yang cukup signifikan pada bulan Oktober. Seluruh departemen kemudian mengalami peningkatan setelah keluarnya surat edaran Kemenkes. Adapun Namun 41,7% responden memilih untuk tidak membeli obat sirup dan tetap membeli obat tablet. Sementara 58,3% responden memilih untuk membeli obat sirup yang sudah boleh digunakan.

..... In October 2022, cases of kidney failure in children will reach 245 cases in 26 provinces in Indonesia. In response to this, the Ministry of Health issued a circular containing the latest list of syrup medicines that are not contaminated with ethylene glycol and diethylene glycol. This affects sales at the Roxy Poltangan Pharmacy. In order to find out the turnover of sales of ethical syrup, drops and On The Counter syrup, data was collected and processed for sales of departmental syrups 09, 10, H1, H2 and H3 in the 3rd and 4th quarters of 2022 through the back office system. As well as distributing questionnaires to customers regarding purchasing syrup medication via the WA group. Based on the analysis, sales of syrup drugs almost have the same trend, namely there was a significant decline in October. All departments then experienced improvements after the release of the Ministry of Health circular. However, 41.7% of respondents chose not to buy syrup medicine and continued to buy tablet medicine. Meanwhile, 58.3% of respondents chose to buy syrup medication that was already allowed to be used.