INTRODUCTION OF DRUG INFORMATION FROM DRUG PACKAGING AND LABELS IN THE COMMUNITY OF CIKULUR SERANG BANTEN

Lia Nurliana [1], Sucihati [2], Suhroji Adha [3], Mira Nurhikmat [4], Annissa [5]

[1,3,4,5] Universitas Faletehan Serang
[2] Universitas Banten
[1] nurlyana.mkdu@gmail.com, [2] hatisuci804@gmail.com, [3] suhroji90@gmail.com,
[4] nurhikmat.mira24@gmail.com, [5] annissa1206@gmail.com

Abstract

Indonesian society today has become accustomed to the use of drugs. This can be caused by various factors such as the development of the disease, the production of various types of drugs and supplements, in addition to the large number of pharmacies that sell drugs that do not follow the applicable rules and the start of the implementation of national health insurance such as BPJS has allowed people to get easier access to treatment. These developments have caused various positive and negative impacts. The positive impact that can be seen is that more and more people are starting to care about health by checking themselves into healthcare places. While the negative impact that may arise with the increasing use of drugs in the community is errors in using drugs. This can occur due to a lack of knowledge and information conveyed to the public regarding the use of good and correct drugs. Errors in the use of drugs can cause harm both to society and to the environment. This counseling activity is intended for the community to increase basic knowledge of drugs, namely recognizing drug signs and etiquette (labels) useful for reducing drug abuse and increasing insight into drugs on the market.
Keywords: Drug Label, Drug Information, Packaging.

INTRODUCTION

Medicine is all single ingredients/mixtures used by all beings for the inside and outside of the body to prevent, alleviate, and cure disease. Meanwhile, according to the law, the definition of medicine is a material or mixture of ingredients to be used in determining the diagnosis, preventing, reducing, eliminating, curing diseases or symptoms of disease, injury, or physical or spiritual abnormalities in humans or animals including to beautify the human body or body parts.

The main part of drug processing in the pharmaceutical industry is packaging. Packers in the pharmaceutical industry are beneficial for the protection, security, and information of patients. In the pharmaceutical industry, the packaging materials used are very diverse for various purposes of use. This pharmaceutical packaging material comes in various forms, types, and types. Pharmaceutical packaging materials aim to store and protect medicinal products to maintain drug stability and efficacy For drug identification Keep drug products from

degradation For promotion of medicinal products. Inside the packaging, there is drug information from the drug label which contains important information such as batch number, date of manufacture, expiration date, and highest retail price (HET). In Indonesia, mandatory marking is the distribution permit number, batch number, HET, and expiration date. Batch numbers, HET, and expiration dates are usually printed using inkjet printers while distribution permit numbers (NIE) are printed from the start. For the manufacturing date (date of manufacture of drugs) as far as I know it is not mandatory to include but it is better to be listed.

A label is several descriptions on the product packaging. In general, the label must contain at least the name or brand of the product, raw materials, ingredient additives, nutritional information, expiration date, product content, and legality information.

The label has several pieces of information that can be used to find out whether the product contains elements that are prohibited or harmful to health as follows:

Label Function

a)   Is one form of government protection for new consumers.in the form of orderly implementation of a law on food and beverages or drugs.in this case, the government requires producers to attach *labels*/etiquette to their products by the peraturn stated in the food ingredients law.

b)   By attaching *labels* by regulations, it means that producers provide information that is treated by consumers to be able to choose to buy and research wisely

c)   It is a guarantee that the selected item is not dangerous and can be used, to overcome this, consumers make it a habit to read the *label* first before buying it

d)   For manufacturers, *labels* are used as promotional tools and introductions to the goods.

Thus consumers get used to reading the label because by reading the label will be known the contents of the package/container stuff. almost all finished food sold is in packaging so that consumers cannot check and how the condition of the contents when buying.

The things listed on the label are

1.   Drug name (trademark/generic)

The name of the drug on the packaging consists of the trade name and the name of the active substance contained therein. Example: - Trade Name: Panadol - Active Substance Name: Paracetamol / Acetaminophen

Generic drugs are drugs with generic names by the naming of the active substance of the preparation set by the Indonesian pharmacopeia and *INN (International Non-proprietary Names)* from WHO (World Health Organization), not using trade names or logos of manufacturers. This generic name is placed as the title of drug preparations containing the generic name as a single substance, Examples of generic drugs: Amoxicillin, metformin, etc.

Generic drugs with logos are generic drugs that include the manufacturer's logo (but do not use trade names), for example, generic drug preparations with the name amoxicillin listed on the manufacturer's logo Kimia Pharma

A trade name drug is a drug with a medicinal dosage name established by the manufacturer of its manufacture and registered with the relevant state health department. The drug company that invented the drug can market it under a trade name. Trade names are usually sought that are easy for drug users to remember. So Generic drugs and trade-

name drugs differ in naming, while in principle the composition of generic drugs and trade-name drugs is the same. Trade-name drugs are also called **registered-brand drugs.** examples of amoxapine, diaphragm, and pehamoxil. Etc. From one generic name can be produced various kinds of drug preparations with different trade names, for example, Pehamoxil (contains: Amoxicillin), Diafac (contains: metformin), etc.

A patent drug is a finished drug registered in the name of the maker (inventor), which is mastered, and made in the original packaging of the factory that produced it. It is called a patent drug because the inventor's factory is entitled to a patent for the discovery of the drug within a certain period. As long as the patent is still valid, generally patent drugs are valid for 20 years, where other pharmaceutical factories may not produce similar products until the patent period is over, if the patent period is over (20 years) then other factories may produce it by applying for a license permit. If a patent drug has expired its patent and is produced and sold by another factory with a trade name set by another factory is **called a me-too drug.in** some Western countries, it is called branded generic or still sold under a generic name.

2. Factory address name

   The name of the factory company that produces these drugs, examples of chemical farma, can be farma and others

3. Composition

   Information about the active substance contained in a drug can be a single substance or a combination of various active substances and other additives.

4. Rules of use (dosage)

   Information about how to use the drug including the time and number of times the drug is used.

5. Registration No.: Example: Ministry of Health RI: DTL 123456789012 (15 digits)

   Is a valid distribution permit given by the government.

6. Batch No./production code

   Production code number issued by the Pharmaceutical Industry.

7. Classification of Drugs According to Law

Over-the-counter Medicines

Over-the-counter drugs are drugs that are sold freely on the market and can be purchased without a doctor's prescription. A special mark on the packaging and etiquette of over-the-counter drugs is a green circle with a black border.
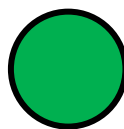

Figure 1. Over-the-counter Medicines Logo

Over-the-counter Medicines Limited

Limited over-the-counter drugs are drugs that actually include hard drugs but can still be sold or bought freely without a doctor's prescription, and accompanied by warning signs. A special mark on the packaging and etiquette of limited over-the-counter medicines is a blue circle with a black border. Limited over-the-counter drugs (list W=waarschuwing=warning).
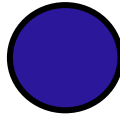

Figure 2. Logo Over-the-counter Drugs Limited

Hard Drugs

Hard drugs are drugs that can only be purchased at pharmacies with a doctor's prescription. Hard Drugs (list G = Geverlijk = dangerous) are drugs that have a maximum dose or are listed as hard drugs, marked specifically in the form of a red circle with the letter K, all new drugs, and parenteral drugs.

Figure 3. Hard Drug Logo

Psychotropic drugs

Psychotropic drugs are hard drugs both natural and synthetic non-narcotic, which have psychoactive properties through selective influences on the central nervous system that cause characteristic changes in mental activity and behavior. A special mark on packaging and etiquette is the letter K in a red circle with a border Black.

Narcotic Drugs

Narcotic drugs are drugs derived from plants or non-plants both synthetic and semi-synthetic that can cause a decrease or change in consciousness, loss of taste, reduction to relieve pain, and cause dependence.

Figure 4. Narcotics Logo

Before using drugs, including over-the-counter and limited over-the-counter drugs, one must be known their nature and how to use them so that their use is appropriate and safe. Such information can be allowed from etiquette or brochures on over-the-counter and limited-counter drug packaging. (anesthetic or list O = opium), can be addictive and must be supervised by a doctor, for example: opium, opium, morphine Psychotropic (dangerous drugs), affect mental processes, examples: ecstasy, diazepam, barbital.

8. Drug Storage Storage room: safe (insect-free), good air circulation, temperature (cool), avoids the sun Layout: easy to move Available pallets, shelves, special cupboards, cooling cabinets Fire extinguishers Buildup (physical damage) Room cleanliness All medications must be stored properly in eligible containers and lids

9. HET (Highest retail price)

   HET stands for Highest Retail Price. This means that the price is the maximum price of a drug store or pharmacy selling drugs, and this applies throughout Indonesia. Maybe less but not more. For example, when buying drugs with HET Rp.3500,-. Then the drug costs no more than 3500.

   HET is set by the government for learning efforts and consumer protection. HET is the Net Price of the drug plus VAT (10%) and added a maximum sales margin of 25%. So pharmacies or drug stores take profits from selling drugs no more than 25%, so the drug is likely priced below HET.

10. Expired date

    Is the deadline for the manufacturer's guarantee of product quality. Expired date (ED) describes the time limit for the use of a drug product after it has been produced by a pharmaceutical manufacturer before the packaging is opened. The expiration date is listed by the pharmaceutical manufacturer on the packaging of the medicinal product. The expiration date is set based on the results of the stability test of the drug product and is included on the packaging.

11. . Indication

    Information regarding medicinal properties for a disease.

12. Contraindications

    The use of drugs is not recommended because it can increase the risk of patients with certain conditions, such as infants and toddlers, pregnant and lactating women, the elderly, or people with certain diseases.

13. Drug Side Effects

    Drug side effects are any adverse drug responses due to the use of drugs with normal doses or doses

1.2 Problem Formulation

In this community service is identified as follows:

1. There is an indication of a lack of knowledge about drugs due to difficulties in finding drug information
2. Indicated difficulty getting information when reading drug packaging or labels

IMPLEMENTATION METHOD

2.1 Techniques and Stages

Technique and Stages Socialization Technopreneurship Deep Devotion To the Community :

1. Survey the location of the place where community service activities will be carried out.
2. Carry out counseling by introducing how to find drug information from available drug packaging and labels.
3. Inviting the public to be more active in seeking drug information from various available sources including on drug packaging and labels
4. Building public curiosity about the safety of drugs to be consumed

2.2 Program Objectives

The program objectives to be achieved in the above stages of work are:

1. The public is expected to maximize the search for information from various available information sources.
2. Improving public health
3. Increase knowledge of medicine
4. Understand how to find drug information from available packaging or labels

Contains a combination of research implementation plans/reports or PKM and the procedures used into one narrative part. The implementation that has been carried out must be shown with reference and with appropriate implementation techniques.

2.3 Solution to the Problem

With good knowledge and expertise in finding drug information, it is hoped that the attacking community can improve their public health to avoid mistakes in using drugs according to our expectations. Make sure the public can understand what information can be obtained from drug packaging or etiquette and can find out drug information from reliable sources.

This counseling has a positive impact because it increases the ability of the community to obtain information on drugs to be consumed and improves people's skills in utilizing available technology, and being smart in choosing drugs to be consumed, especially self-medication drugs obtained without a doctor's prescription.

The challenge faced in this counseling for these training participants is that they must have curiosity, and seriousness, and be willing to learn new things to improve family and community health about medicine.

Solutions that can be done to be able to find information and understand the norms contained in the drug label on the packaging need intention and seriousness and the desire to create a healthy family to avoid the wrong use of self-medication drugs,

Troubleshooting Design

Based on this community service activity, counseling is carried out directly in the community, especially in the community of Cikulur Serang Regency. In this activity themed "INTRODUCTION OF DRUG INFORMATION FROM DRUG PACKAGING AND ETIQUETTE

IN CIKULUR SERANG BANTEN COMMUNITY" for more details can be seen from the chart below
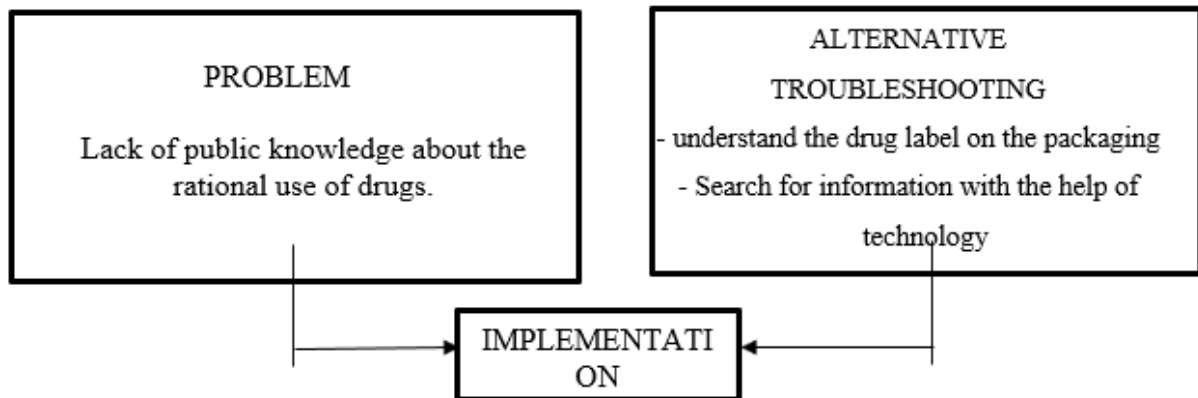

RESULTS AND DISCUSSION
3.1 Target / Target Audience
This counseling activity on the introduction of drug information from packaging and drug labels targets the Cikulur community to increase knowledge in finding self-medication drug information and understanding various drug information from drug labels on packaging to be able to use drugs rationally to improve the health of families and communities in Cikulur Serang Banten. Can also utilize technology to increase knowledge about medicines, especially self-medication drugs. Thus death, poisoning, and other health problems due to errors in using drugs do not occur.

3.2 Time and Place of Execution
This PKM activity was carried out in 1 day, carried out in Kramatbaru village, Serang Regency, whose participants were mothers of posyandu mekarsari kramatbaru, Serang Regency, the implementation time of this activity was March 3, 2023, with Facilitators and resource persons collaborating with Management Lecturers, PBI and PSIK Udan Kesehayan Masyarakat of Faletehan Serang University

3.3. Stages of Implementation
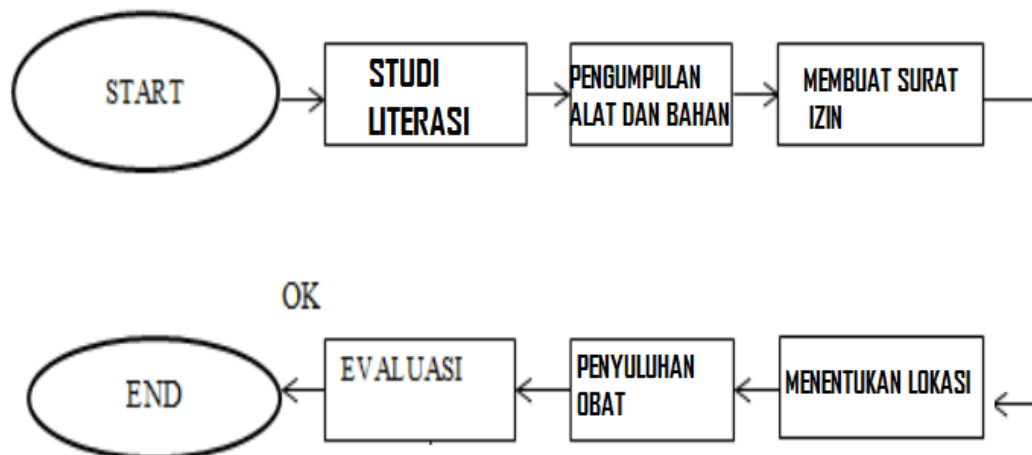
3.4 Literature study

The literature study contains a series of activities to search and review reliable sources in collecting material and become a reference in writing this PKM so that complete, directed, and reliable information can be produced in writing and have a beneficial impact on the progress of people's businesses based on technology and digital business.

3.5 Drug Information Search

In the period of 5 years (2015-2019), the pharmaceutical industry in Indonesia has a great opportunity to grow, marked by the increasing number of pharmaceutical industries in Indonesia.

The domestic pharmaceutical industry has increased by 132 new industries, namely from a total of 198 industries in 2015 to 230 industries in 2019, while the drug raw material industry has also increased from several 8 PA2016 industries to 14 industries in 2019. And it always increases every year. So the public must have the ability to know information on drugs to be consumed, especially self-medication drugs from various trusted information sources, and be able to understand various drug information provided on drug packaging so that there are no errors in treatment or treatment failure. Know the intent terms available on drug labels such as indications, contraindications, drug side effects, how to use, dosage and drug interactions, and drug indications. By understanding this, we become more careful in the use of drugs.

Table 1 Achievement of PKM Output Target

No	Objectives of PKM Activities	PKM Activity Target	Results of PKM Activities
1	Provide knowledge about the importance of Finding drug Information and understanding the Information provided on drug labels and packaging	Mothers gain knowledge about *Understanding Drug Information on the packaging and search for Information by utilizing technology*	The material is conveyed, and every citizen receives the material well
2	Carry out activities using smartphones owned by each citizen Such as seeing the distribution permit on the BPOM website, drug interaction, and others	Residents understand the safety of drugs to be consumed and know the benefits and risks when using treatment	Delivery of drug safety training materials for residents who attended the training enthusiastically and spirit.

Source: Results of Implementation and evaluation of PKM TEAM

3.6 Realization of Problem-Solving

Conduct periodic evaluation monitoring of community service.

Table 2. PKM Plan and Jadwa

No	Types of Activities	Time PKM					
		1	2	3	4	5	6
	Preparatory Stage						
1.	Field survey	■	■				
2.	Identify Problems	■	■				
3.	Make a plan	■	■	■			
	PKM Implementation						
	Implementation stage						
1.	Fundraising PKM			■	■		
2.	PKM Activities					■	
	Evaluation Phase						
	Thorough evaluation						
	According to stages						
	What was implemented at						
	the beginning						
	Reporting Phase						
1.	Data Management				■		
2.	Weathering results				■	■	■
	Activities						
	Clear and thorough						

Picture

COUNSELING ON THE INTRODUCTION OF DRUG INFORMATION FROM PACKAGING AND DRUG ETIQUETTE TO THE COMMUNITY OF CIKULUR SERANG BANTEN

RESULTS AND DISCUSSION

1.1 Result

After conducting counseling to residents of Cikulur Serang through a series of activities that have been carried out, namely providing material on training on finding drug information and knowing the information provided on drug packaging for residents of Cikulur Banten and also looking for drug information using technology in a trusted place. With the increase in knowledge of the cikulur community, it will improve health in the family and community environment as well as avoid mistakes in treatment and treatment failures that can be detrimental. , then the knowledge level data can be measured in frequency distribution and can be obtained as follows:

Table 3 Frequency Distribution of technopreneur training in digitalization business development program for Mekarsari posyandu mothers in Kramatwatu village.

Knowledge	*Pretest*		*Posttest*	
	n	%	N	%
Less	9	60	2	13
Good	6	40	13	87
Sum	10	100	10	100

In the table above, the pretest results on understanding the search for drug information with technology and understanding the information in the packaging available in drug preparations in the Cikulur Serang 2023 community were 60% less and 40% good, after the post-test was carried out, there was an increase in knowledge so that it achieved 87% good results and 13% bad results regarding drug knowledge after being assisted.

1.2 Discussion

This counseling activity is about finding drug information from packaging and utilizing the digitalization of the Cikulur community for 1 day. This PKM training was carried out smoothly starting with a very good opening and reception. Counseling on drug information search in the first session was opened with introductory material to introduce information from drug labels or packaging and continued by utilizing technology/digitalization. In addition, the resource person provided a way to find drug information through the use of online marketing information technology and understand the intent or information available on drug packaging. In the second session, the PKm team provided samples of available drugs to find information on indications, contraindications, side effects of drug interactions, distribution permits for drug safety, HET, ED, and others. The third session was filled with questions and answers. In this session, participants showed their interest and enthusiasm in asking the PKM team.

The difficulties and challenges faced by the PKM team are not so many, because PKM activities are solely to invite the public to better understand the technology and be able to use the smartphones they have and understand what information can be obtained from drug packaging. This is a note that people should be smart in choosing drugs to be consumed to improve family and community health.

CONCLUSION AND ADVICE

5.1 Conclusion

There was an increase in development knowledge of drug search from various sources by 47%

5.2 Advice

This community service activity is very useful, especially for the community, of course, to be able to use the smartphone owned and understand the drug information on the drug packaging itself.

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