



The Comparative Effectiveness of Digital and Print Media on Increasing DAGUSIBU Knowledge: A Literature Review in Indonesia

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ABSTRACT

DAGUSIBU is a term in the form of an acronym that focuses on the practice of obtaining, using, storing, and disposing of drugs properly. Increasing knowledge through health promotion related to drug governance by encouraging the practice of DAGUSIBU is needed to ensure the achievement of the expected clinical efficacy, escalate effectiveness, and reduce the risk of drug side effects while still maintaining the environment from the pollution of drug waste. Health promotion related to DAGUSIBU generally uses print or digital media in the process of distributing information. The purpose of this literature is to compare the effectiveness between digital and print media in increasing knowledge about DAGUSIBU. This research is a comparative study using the literature review method with the Preferred Reporting Items for Systematic Reviews & Meta-Analyses (PRISMA) protocol. The literature reviewed comes from scientific journals published through two databases, namely Google Scholar and Portal Garuda, in the publication period from 2017 to 2023 and is limited only to research conducted in Indonesia. From the 433 articles initially retrieved, 16 articles met the inclusion criteria. Five articles discuss the effectiveness of digital media, another five review the effectiveness of print media, and the remaining two articles examine the effectiveness of both health promotion media in increasing knowledge related to DAGUSIBU. Based on the comparison results, the effectiveness of digital media in increasing the level of knowledge is slightly superior to print media. The average increase in knowledge using digital media is 36.428%, while print media is 33.92%. This superiority is attributed to the engaging and multimodal nature of digital media, which combines visual and audio elements that facilitate better knowledge retention compared to text-based print media.

Kata Kunci: DAGUSIBU, Digital Media, Print Media, Comparative Effectiveness, Knowledge

Introduction

In order to ensure the achievement of the expected clinical efficacy, escalate effectiveness, and reduce the risk of side effects from the application of certain pharmacological therapies, the public needs to focus attention on the ideal and rational methods of drug use. Irrationality in drug use can have implications for increasing the mortality and morbidity rates of diseases (Hamzah, 2017). One step that can be taken as an effort to implement rational drug use is to comply with the

guidelines or standards for independent drug management, which is popularized by the acronym DAGUSIBU. This terminology is an acronym referring to the practices of obtaining (Dapatkan), using (GUnakan), storing (SImpan), and disposing of (BUang) medicines correctly and properly (Kemenkes RI, 2018). This practice or movement, initiated by the Indonesian Pharmacists Association, is important to recognize not only as an effort to minimize disease complications due to irrational drug use but also as a preventive measure against environmental pollution resulting from incorrect drug disposal methods. Based on this, knowledge related to DAGUSIBU becomes a crucial subject matter to be improved among the public through health promotion activities (Banggo, 2018).

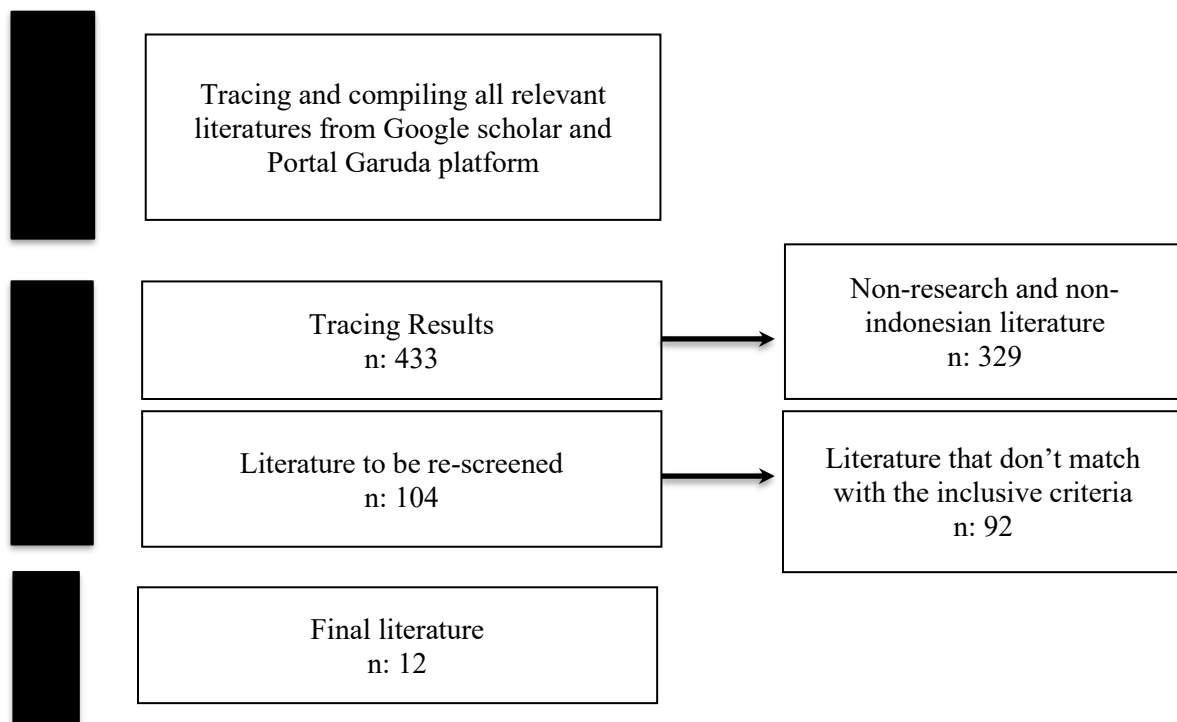
Over the last decade, research focusing on the analysis of the effectiveness of health promotion utilizing various media in increasing the level of knowledge related to DAGUSIBU has been extensively conducted. The effort to increase knowledge and understanding is considered important so that the public can achieve the highest possible degree of health through appropriate drug handling practices (Maulina, 2023). However, ironically, many errors in drug management are still found in the community, and upon closer examination, the root cause of this phenomenon is the lack of knowledge about proper drug management procedures. In a study based in Lamongan Regency, 85% of the community were classified into the group of individuals with low knowledge regarding the necessity of including a doctor's prescription when purchasing antibiotics (Yulianto et al. 2022). Another study conducted in Indonesia in 2020 also showed that as many as 51.4% of community groups did not meet the requirements or criteria for proper drug storage. Furthermore, 58% of respondents did not dispose of medication correctly (Savira *et al.*, 2020). While numerous studies have examined the effectiveness of individual media, comparative studies that systematically evaluate digital versus print media specifically within the Indonesian context of DAGUSIBU promotion are still very limited.

Health promotion related to DAGUSIBU needs to be designed very carefully to achieve optimal knowledge gain. The success of implementing these promotional activities is inseparable from the choice of media, which needs to be carefully considered. A compatible and relevant media-based health promotion approach is directly proportional to the participants' grasp of the material presented (Bond & Ramos, 2019). In Indonesia, health promotion intermediaries are still dominated by print media such as leaflets, booklets, flip charts, and posters. These media are chosen because they are considered relatively inexpensive, easy to design, and appealing (Pribadi, 2014). However, some studies mention that, with the development of the times, the use of print media is increasingly considered ineffective in raising the level of knowledge (Li et al., 2019). Conversely, digital media increasingly solidifies its position as a more favored medium compared to conventional media which is dense with narration and tends to cause boredom (Abdullah et al., 2020). Yet, on the other hand, the limitations in accessibility and the limited opportunity for direct interaction with the presenter in digital health promotion also potentially hinder the complete reception of information (Smith A., 2018).

Based on the conceptual and factual descriptions above, it is quite explicitly evident that the right choice of media plays a key role in ensuring the success of DAGUSIBU related health promotion. Many researchers have analyzed the effectiveness of either digital or print media in the process of delivering education about DAGUSIBU. Therefore, there is a need for a study or literature review focusing on the comparative effectiveness of various media used in DAGUSIBU health promotion to formulate a conclusion from these literatures. This literature review aims to compare and identify the most effective medium between digital and print media in helping to increase knowledge related to DAGUSIBU.

Research Methodology

This research is a comparative study employing a literature review method, adhering to the PRISMA (Preferred Reporting Items for Systematic Reviews & Meta-Analysis) protocol. The literature reviewed originated from scientific journals published via two databases, namely Google Scholar and Portal Garuda platforms. The scope of publication time was limited to articles published between January 2017 and December 2023, as this period reflects the most recent and relevant developments in DAGUSIBU health promotion research in Indonesia following the issuance of the national drug management guidelines by the Ministry of Health (Kemenkes RI, 2018). The geographical area was restricted only to research conducted in Indonesia. To ensure the quality and validity of the reviewed literature, each article was assessed using the Critical Appraisal Tools (CAT) based on its respective study design. Quantitative studies were evaluated using the JBI (Joanna Briggs Institute) Critical Appraisal Checklist, while mixed-method studies were assessed using the appropriate JBI instrument. Only articles meeting the minimum quality threshold were included in the final review. The literature selection process was conducted through the following sequential steps:



Article screening was performed based on pre-defined inclusion criteria, mandating that the articles must have been published between 2017 -2023, be available for full-text download, and be openly accessible. Furthermore, eligible articles had to employ a research design classified as qualitative, quantitative, mix-method, or literature review, and must specifically investigate the effectiveness of DAGUSIBU-related health promotion utilizing either specific video-based digital media or specific print media. The article search itself relied upon a set of specific keywords which included: health promotion, DAGUSIBU, digital media effectiveness, print media effectiveness, booklet, leaflet, social media, educational video, podcast, and audio-visual.

Result and Discussion

No.	Penulis	Tujuan Penelitian	Lokasi	Jumlah Sampel	Media Promosi	Hasil
1.	Ni Putu Aryati Suryaningsih (2022)	To determine the overview and effect of e-book-based education on the level of knowledge regarding antibiotics before and after the intervention	Denpasar.	30	Digital (e-book)	A knowledge gain was evident: following the post-test, a majority of respondents (60%) showed improved knowledge, achieving the 'good' category. This result indicates a significant effect of the education, with a demonstrable increase in knowledge regarding the DAGUSIBU principles for antibiotics, when comparing the pre- and post-intervention phases.
2.	Hidayah Karuniawati, Salsabila, Trisya Nur Pratiwi, Kurnia Eryani, Devi Rahmawati, Rahma Saritri Cahyani, Amalya Maulida, Thalia Fiandra, Zuhroh Tustika Vieda, Oktri Viyanti (2021)	To determine the influence of counseling/health education using Instagram media on the community's knowledge regarding the correct way to obtain, use, store, and dispose of eye drops.	Indonesia	82	Digital (Instagram)	The results of the descriptive analysis indicate a knowledge increase among respondents, ranging from 2.4% to 30.5%, with an average increase of 11.66%. A paired t-test yielded a p-value < 0.05, which signifies that the health education delivered via video uploaded on the Instagram social media platform significantly improved the community's knowledge regarding eye drops.
3.	Madania, Nur Rasdianah, Nur Ain Thomas, Faramita Hiola, Sri Nur'ain E. Ahmad (2022)	To determine the knowledge and attitudes of the community before and after the provision of booklets and videos concerning DAGUSIBU guidelines for antibiotics.	Gorontalo	74	Digital (video) and print media (booklet)	The community's knowledge improved following the education, with both groups achieving the 'good' category (booklet: 72%; video: 86%). Furthermore, the Mann-Whitney U test results showed that the knowledge scores between the booklet and video groups had a P-value of 0.323 > 0.1. This signifies that there was no significant difference in the effectiveness of the

						DAGUSIBU antibiotic education when delivered via either booklet or video.
4.	Valentina Meta Srikartika, Difa Intannia (2019)	To evaluate the increase in knowledge among housewives regarding drug use after receiving an intervention in the form of a booklet, delivered by a pharmacist.	Banjarbaru	30	Print media (<i>booklet</i>)	Before the intervention was administered, respondents generally exhibited poor knowledge, with an average score of 5.43 out of a maximum of 10. Following the intervention, the mean respondent score increased to 8.97 out of 10. This increase in scores supports the conclusion of a knowledge elevation of 35.4% among the respondents.
5.	Nanda Puspita, Fatiyah Syahida (2020)	To compare the effectiveness of conventional print media (leaflet) versus motion graphics in enhancing knowledge of drug storage among housewives	Bekasi, West Java	45	Print media (<i>leaflet</i>) and digital (<i>e-Motion graphic</i>)	The research findings indicate a significant difference in knowledge regarding drug storage between the group exposed to the motion graphic and the group exposed to the leaflet (p-value = 0.029). The median knowledge score of the motion graphic group (85.71) was higher than that of the leaflet group (71.43). Therefore, motion graphics can be beneficial as an effective educational medium for the public, particularly for housewives, concerning drug management.
6.	Aninditha Rachmah Ramadhiani, Citra Yuliyanda Paradilawati, Widyasari (2023)	To determine the influence of leaflet-based education on the public's knowledge about DAGUSIBU.	West Oku	35	Print media (<i>leaflet</i>)	Following the administration of the intervention, a knowledge increase of 45.71% was found among the community in East Oku. The results of the pre-test and post-test demonstrated a significant change in knowledge between the pre-treatment and post-treatment phases of the education.
7.	Genialita Fadhillah, Setiadi Ihsan, Rifki Ramadhan (2023)	To evaluate the effectiveness of educational interventions focused on the 'Disposal' component of DAGUSIBU guidelines on the knowledge level of PKK members	Garut City	40	Print media (<i>leaflet</i>)	The educational intervention resulted in an increase in respondent knowledge across several key areas: unsafe disposal methods (from 55% unaware to 95% aware), problems caused by indiscriminate drug disposal (from 60% unaware to 90% aware), the environmental impact of improper drug disposal (from 75% unaware to 82.5% aware), safe drug

						disposal methods (from 92.5% unaware to 80% aware), and the importance of drug disposal education (from 60% unaware to 77.5% aware). Overall, the mean knowledge increase was calculated to be 21.5%. A Wilcoxon test, with a p-value of 0.00 ($p < 0.05$), indicates that the education on proper drug disposal methods significantly improved the respondents' knowledge.
8.	Aisyah Inayati, Rina Saputri, Subhan Panji Cipta (2022)	To analyze the effectiveness of DAGUSIBU education specifically related to gastric (stomach) medication in increasing knowledge.	North Tapin	60	Print media (<i>leaflet</i>)	Based on the descriptive test results, the control group showed a knowledge increase of 1.7%, while the intervention group demonstrated a greater increase difference of 15%. The first statistical test, a Wilcoxon test comparing pre-test and post-test scores for the control group, yielded a p-value > 0.05 , indicating no significant difference in knowledge. Conversely, the Wilcoxon test for the intervention group's pre-test and post-test scores yielded a p-value < 0.05 , signifying a significant difference (increase) in knowledge. A Mann-Whitney test was then conducted to compare the control and intervention groups. The resulting p-value < 0.05 indicates a significant difference in the knowledge gain between the two groups.
9.	Meylin Anggun Lestari (2020)	To determine the level of knowledge and behavior of the community, as well as the influence of education, regarding the DAGUSIBU guidelines for antibiotics.	Empat Lawang, South Sumatera	36	Print media (<i>poster</i>)	Referring to the pre-test and post-test results, a 10% increase was found in the number of respondents whose knowledge level was categorized as 'good.' Furthermore, the pre-test and post-test scores showed a 52% overall increase. Statistical analysis using the Wilcoxon test yielded a p-value of $0.000 < 0.05$ ($p < \alpha$), indicating that the education on DAGUSIBU guidelines for antibiotics had a significant influence.
10.	Yan Hendrika	To examine the influence of	Tualang, Siak	50	Digital (<i>virtual</i>)	An increase in respondent knowledge regarding proper

	(2022)	DAGUSIBU education on adolescents' level of knowledge about medicines/drugs.			<i>conference by zoom)</i>	drug use was observed following the DAGUSIBU education. The percentage increase in knowledge was 48.75%.
11.	Diza Fathamira Hamzah1, Teuku Muhammad Rafsanjani (2022)	To determine the effect of providing video-based education on increasing public knowledge regarding drug management using the DAGUSIBU concept.	Jeumpet Ajuen village, Aceh Besar	30	Digital (video)	A knowledge increase of 49.9% was found among married women following the administration of the intervention. Furthermore, statistical analysis using the paired T-test with a 95% confidence interval yielded a p-value of 0.000 ($p < 0.05$).
12.	Sarah Mahmudatun Nabila, Ifa Shintia Irianti, Salsabila, Aufa Hamidah, Fina Rahmawati, Mohamad Khoirul Faizin, Muhammad Ninjar, Iva Ladzdzah Malikah, Steffi Ordella Valentina, Devi Nur Zafirah, Metha Beriana, Andre Alwi Azhari, Abdul Rahem (2021)	To determine the influence of providing education related to Obtaining, Using, Storing, and Disposing (DaGuSiBu) of antibiotics.	Surabaya dan Siduarjo	178	Digital (video)	The questionnaire consisted of 19 questions with a maximum possible score of 19. Data processing of the questionnaire scores revealed that the mean score for the treatment group was 16.6471. This score was higher than the mean questionnaire score for the control group, which was 14.3978. From a total of 178 respondents, comprising 95 in the control group and 85 in the treatment group, the Mann-Whitney test yielded a p-value of $0.000 < 0.05$. This result indicates a significant difference between the control and treatment groups, with a knowledge differential of 11.83%.

Based on the literature search and screening results, 12 articles or pieces of literature were identified as meeting the predefined inclusion criteria. Among these 12 studies, five articles focused on the effectiveness of digital media. Specifically, two of these used educational videos directly shown to respondents, one article utilized a virtual conference via the Zoom application, one article employed video uploads through the Instagram platform, and one article used an e-book to transfer health promotion material related to DAGUSIBU to respondents. Digital media has seen a massive increase in its development for health promotion efforts recently, as it serves as a superior tool with extensive reach and interactivity (Nugraha, 2021).

The literature reviewing the effectiveness of print media also totaled five articles, of which three examined the influence of leaflets, one utilized posters, and the remaining one employed a booklet or pocketbook. These five studies solely relied on the information contained within the media to enhance respondents' knowledge of DAGUSIBU. The use of print media, dominated by leaflets, is largely attributed to their practicality, as they are easily foldable and portable. The information presented is also relatively concise and straightforward (Pohan, 2022).

In addition to studies discussing the singular use of digital or print media, the researchers also included two comparative studies analyzing the effectiveness of digital versus print media in improving respondents' knowledge of DAGUSIBU. These literatures comprehensively analyzed the distinction in effectiveness between leaflets and e-motion graphics, as well as booklets and videos, regarding drug management based on the DAGUSIBU concept. According to Lawrence Green's theory, the formation of a specific habit in an individual is generally driven by that individual's knowledge level concerning information correlated with the desired habit. In the context of health, the level of knowledge plays a vital intrinsic role that supports the attainment of optimal health (Hamzah, 2017). This is the core issue in rational drug management. Knowledge, balanced with good drug management practices, indirectly has the potential to suppress a country's mortality rate (Kasibu, 2017). Furthermore, it is important to consider demographic factors when interpreting these findings. Digital media, particularly video and social media-based content, tends to be more effective among younger generations who are more familiar and comfortable with technology. In contrast, print media such as leaflets and booklets may remain more relevant and accessible for older populations, including the elderly, who may have limited digital literacy or restricted access to digital devices. This demographic dimension suggests that the choice of health promotion media should not be generalized, but rather tailored to the target audience's age group, digital literacy level, and accessibility to technology.

Public understanding of ideal drug management remains concerning, making it a shared responsibility of healthcare professionals, not just pharmaceutical personnel (Agustikawati et al., 2021). One approach is through health promotion related to the DAGUSIBU protocol, which addresses proper drug management patterns, encompassing the practices of obtaining, using, storing, and disposing of medicine correctly. Errors in drug use can cause harm to both the community and the environment (Maziyyah, 2015). Therefore, the DAGUSIBU health promotion program is an excellent idea to be encouraged to increase knowledge about correct drug governance in the community. While numerous studies have demonstrated a strong causal relationship between education or health promotion using various media and the formation of a holistic mindset concerning DAGUSIBU, studies comparing the effectiveness of different DAGUSIBU health promotion media remain limited (Puspita & Syahida, 2020). The medium currently often chosen and favored as a tool for information dissemination during health promotion is digital media, due to the flexible accessibility it offers. However, the use of digital media does not inherently degrade the intent to continue utilizing conventional media like leaflets and pocketbooks, as they are still considered relevant (Sutrisno, 2022).

The review of literature specifically examining the effectiveness of digital media indicated a positive influence of the promotional media on knowledge enhancement in respondents, with the average calculated increase being 36.428%. Conversely, research utilizing print media showed an average increase in respondent knowledge regarding the DAGUSIBU substance of 33.92%. The results imply that digital media-based health promotion, particularly in the form of video, social media uploads, virtual conferences via Zoom, and electronic booklets, is slightly superior to print media, with a difference in effectiveness for increasing knowledge of 2.508%. The relatively small difference in effectiveness (2.508%) between digital and print media suggests that neither medium is overwhelmingly superior to the other. This finding may reflect the influence of contextual factors such as sample characteristics, intervention duration, and the specific type of media used

across studies. Rather than viewing one medium as definitively better, these results point toward the potential of a blended learning approach, which combines both digital and print media in health promotion. Such an integrated strategy could leverage the engaging, multimodal nature of digital media while retaining the accessibility and tangibility of print media, potentially yielding a more comprehensive and inclusive knowledge improvement across diverse population groups. This aligns with the findings presented by Angelina et al., where animated video or audiovisual media in health promotion could increase mothers' knowledge about balanced nutrition (Angelina et al., 2019). Research sponsored by Lukiat Komala in East Java, which relied on social media such as Facebook and Instagram, also revealed that 80% of respondents fell into the 'good' knowledge category regarding GeMa CerMat (Smart Community Movement for Drug Use) after receiving the social media-based video upload intervention (Komala, 2019).

Digital media, especially video, is more appealing because, in addition to being engaging, the composition which is more visually dominant than text, combined with explanations through dubbing or voice-over makes the information easier to comprehend (Houston et al., 2020). The process of information transfer also becomes more enjoyable and less tedious, supported by audio elements that create a more lively atmosphere (Kayler et al., 2019). However, digital media is not without its drawbacks. One limitation of digital media use, particularly video and social media uploads, is the tendency toward one-way communication (Dewi et al., 2022). Furthermore, education via virtual conferences potentially faces barriers to achieving expected effectiveness due to constraints on internet network stability, suboptimal monitoring by the presenter, and difficulty in establishing active interaction due to external factors that might disrupt participant focus during the material delivery process (Andriani et al., 2021).

In education using leaflets or other print media, respondents tend to experience boredom when having to read text, even if it is clearly and simply written. This relates to the nature of print media, which is less stimulating to all five senses in the process of knowledge acquisition. Moreover, the presentation of information in leaflets may primarily facilitate the presenter but pays less attention to reader comprehension. Low literacy skills have also been identified in one study as an impediment for respondents absorbing health information from print media (van Beusekom, Grootens-Wiegers, Bos, Guchelaar, & van den Broek, 2016).

When examining the results of the two articles that directly compared the effectiveness of print and digital media, the finding was that digital media was superior to print media in escalating respondent knowledge about DAGUSIBU, with an average difference in knowledge increase of 14.14%. Utilizing digital media, especially social media, can enhance public access to health information, which is indirectly equivalent to raising the level of knowledge and promoting positive health behavior changes. Thus, digital media can collaborate with and complement health promotion efforts that have historically been conventional

Conclusion

Based on the comparative analysis of effectiveness between print and digital media, derived from the review of 12 literatures meeting the inclusion criteria, it can be concluded that there is a difference in effectiveness between digital and print media in health promotion regarding the increase in knowledge related to drug management via the DAGUSIBU concept. Digital media demonstrated superiority with an average knowledge increase of 36.428%, while print media achieved a percentage of 33.92%. This value illustrating the distinction in effectiveness was obtained by comparatively reviewing the results of five studies that examined the effectiveness of digital media against five articles that examined the effectiveness of print media. Furthermore, the two literatures that jointly investigated the effectiveness of both digital and print media also showed similar results, where digital media was found to be more effective in increasing

knowledge compared to print media, with an average knowledge increase difference of 14.14%. For future research, it is recommended to conduct a meta-analysis to obtain a more statistically accurate effect size on the comparative effectiveness of digital and print media in DAGUSIBU health promotion. A meta-analysis would allow for a more rigorous quantitative synthesis across studies, controlling for variability in sample size, study design, and intervention type, thereby producing more generalizable and reliable conclusions.

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