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EFFECTIVENESS OF COMMUNITY BASED INTERACTIVE APPROACH (CBIA) AND FOCUS GROUP DISCUSSION (FGD) METHOD TO INCREASE KNOWLEDGE ON GENERIC MEDICINES IN SUMBANG

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Introduction The use of generic drugs in the era of JKN (National Health Insurance), like now, has risen up to 60%-70%; however, because of their low prices, compared to branded drugs, their quality sometimes is questionable. They are considered as low quality drugs for poor. Based on the survey held by RISKESDAS (Basic Health Research), the proportion of households in Indonesia that know or have ever heard about generic drugs is 31.9%. This study is aimed to determine the effectiveness of CBIA and FGD method in increasing people's knowledge about generic drugs and to discover the difference of the effectiveness between those two methods in upgrading the knowledge of people in Sumbang concerning generic drugs. **Experimental** This was a quasi experiment design research with non randomized control group pretest posttest design. In this research, there were 81 respondents in CBIA group and 85 respondents in FGD group. **Results** By employing Wilcoxon test, it can be seen that the significancy value of CBIA and FGD method were the same, 0.000 ($p < 0.05$). While by using Mann-Whitney test, significance value of 0.047 ($p < 0.05$) could be gained. **Conclusion** From that result, it can be concluded that there was an enhancement of people's knowledge concerning generic drugs after the intervention of either CBIA or FGD method. However, CBIA method was more effective in upgrading people's knowledge about generic drugs than FGD method.