INTISARI

Penelitian ini bertujuan untuk memahami gambaran *health belief model* pada penderita kanker yang memilih dan menjalani pengobatan alternatif. Health Belief Model adalah model yang menggambarkan kepercayaan individu terhadap hidup sehat. *Health Belief Model* sendiri terdiri dari 5 dimensi, yaitu *perceived suscepbility, perceived severity, perceived benefits, perceivd berriers, and cues to actions.* Penelitian ini menggunkan3 subjek yang memilih daan menjalani pengobatan alternative di Sidoarjo. Penelitian ini merupakan penelitian kualitatif dengan metode fenomenologi. Penelitian ini menggunakan metode wawancara untuk mengumpulkan data dan analisis tematik berdasarkan teori Driven untuk menganalisa data. Berdasarkan penelitian ini, dapat diketahi bahwa seluruh subjek merasa rentan mengalami keparahan ketka menderita kanker, mereka juga meraka juga merasa rentan terhdap suatu ancaman ketika kanker tidak segera ditangani, namun seluruh subj tidak merasa rentan mengalami kesalahan metode penanganan ketika memilih dan menjalani pengobatan alternatif. Seluruh subjek lebih mempertimbangkan manfaat disbanding dengan rintangan ketika memilih dan menjalani pengobatan alternatif. Lingkungan, ketakutan terhadap pengobatan secara medis, biaya, dan dukungan keluarga menjadi stimulus seluruh subjek.

Kata kunci : *health belief model ; kanker ; pengobatan alternative*

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ABSTRACT

This riseach examined a described the Health Belief Model, on individuals who chose and underwent alternative medicine. Health belief model was a model to describe individual's health belief. Health belif mdel consists of 5 dimentions, perceived suscepbility, perceived severity, perceived benefits, perceivd berriers, and cues to actions. This research involved 3 subject who chose and underwent alternative medicine in Sidoarjo. This risearch used qualitative approach withinstrumental case fenomenologi. This research usd interview to collected data and used thematic data analysis based on theory driven to analized data. From this research we can understand that all subject felt vulnerable to threat when the cancer occurred, they also felt vulnerable to threat when the cancer not threat immediately, bt all of them didn't felt vulnerable if an incorrect procedure happen when they underwent alternative medicine. All of the subject considered he benefits than berriers when they chose and underwent alternative medicine. The envirotment, fear to medical procedure, costs, therapist, and the result of alternative medicine also be a stimulus for them to chose and underwent alternative medicine, they still used it because they felt benefits and profits.

Keywords : health belief model ; cancer ; alternative medicine

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