

BAB 5

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil analisis data *Google Trends* dan GBD periode 2014–2023, dapat disimpulkan sebagai berikut:

1. Tren OHISB masyarakat Indonesia terkait diabetes melitus tipe 2 berdasarkan data *Google Trends* periode 2014–2023 menunjukkan tren yang fluktuatif dan dipengaruhi oleh berbagai faktor eksternal. Kata kunci diabetes 2 mencatat RSV tertinggi di antara semua istilah pencarian yang digunakan, dengan puncak saat pandemi COVID-19 dan pengaruh kampanye kesehatan tertentu.
2. Terdapat korelasi yang signifikan antara RSV kata kunci diabetes 2 dengan prevalensi penyakit berdasarkan data GBD pada *lag* 0. Hal ini menunjukkan peningkatan volume pencarian informasi terkait diabetes di internet terjadi secara bersamaan dengan meningkatnya prevalensi penyakit pada tahun yang sama.
3. Terdapat asosiasi negatif yang signifikan antara RSV kata kunci pola makan sehat dengan angka kematian dan DALY berdasarkan data GBD pada *lag* 0. Hal ini menunjukkan bahwa peningkatan minat pencarian informasi tentang pola makan sehat terjadi secara bersamaan dengan rendahnya beban penyakit akibat faktor risiko diet tak sehat.

5.2 Saran

Berdasarkan temuan dan kelemahan penelitian yang telah diuraikan, beberapa saran dikemukakan sebagai berikut:

1. Bagi Peneliti Selanjutnya

Data RSV bulanan dapat digunakan sebagai unit analisis, memperluas cakupan kata kunci dengan sinonimnya, serta mengombinasikan *Google Trends* dengan sumber data lain untuk meningkatkan validitas dan kekuatan statistik penelitian. Selain itu, diperlukan penelitian lanjutan dengan desain yang lebih kuat, seperti uji *granger causality* atau studi longitudinal, untuk menganalisis arah hubungan temporal antara kedua variabel tersebut secara lebih mendalam.

2. Bagi Masyarakat

Penelitian ini diharapkan dapat meningkatkan kesadaran dalam mencari informasi kesehatan yang terpercaya terkait diabetes melitus tipe 2 serta mendorong penerapan pola hidup sehat dari informasi yang dapat dipercaya untuk mencegah faktor risiko penyakit diabetes melitus tipe 2.

3. Bagi Tenaga dan Instansi Kesehatan

Memanfaatkan data *Google Trends* sebagai alat pemantauan perilaku pencarian informasi kesehatan secara *real-time* untuk mendukung perancangan kampanye edukasi terkait diabetes melitus tipe 2 yang lebih tepat sasaran.

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