**ABSTRAK**

Hipertensi merupakan salah satu penyakit yang menjadi perhatian global dan menjadi salah satu penyakit penyebab kematian di dunia dan kepatuhan pasien terhadap pengobatan hipertensi yang masih rendah menjadi penghalang dalam tercapainya tekanan darah yang terkontrol. Tujuan penelitian ini untuk mengetahui pengaruh konseling terhadap kepatuhan dan biaya terapi pasien hipertensi prolanis. Penelitian ini merupakan penelitian kuantitatif menggunakan metode eksperimental dengan rancangan *the one group pretest-posttest* *design*. Teknik pengambilan sampel menggunakan rumus *slovin*, dengan sampel penelitian sebanyak 75 responden, dan pengujian dilakukan menggunakan uji wilcoxon. Hasil penelitian menunjukkan konseling meningkatkan kepatuhan pasien dan juga berpengaruh pada biaya terapi pasien. Sebelum pemberian konseling, sebanyak 54,7% responden patuh, dan setelah diberikan konseling bertambah menjadi 78,7%.

**Kata kunci:** Hipertensi, konseling, kepatuhan, biaya

 ***ABSTRACT***

*Hypertension is a disease that is of global concern and is one of the causes of death in the world and adherence to hypertension treatment is still low in achieving blood pressure. One solution in this case is counseling that can provide a positive understanding of hypertension and its therapy. Patients get the right knowledge and can change the positive behavior of hypertensive patients in undergoing therapy. The purpose of this study was to determine the interaction of counseling on the adherence of prolanis hypertension patients at the Gumelar Health Center, Banyumas district. This research is a type of quantitative research that uses experimental research methods with The One Group Pretest-Posttest design with purposive sampling sampling technique with a total sampling of 75 respondents, data collection in research using questionnaires. hypothesis testing using the Wilcoxon test. The results showed that there was a significant effect with p value = 0.000 (p <0.05) it can be said that there is an influence of counseling to increase knowledge which has an impact on changing attitudes towards the disease and its treatment. and 11 patients were non-adherent. Keywords: drug use counseling. Expect hypertension sufferers to regularly control their blood pressure with recommendations, and to live a healthy lifestyle.*

***Keywords:*** *Hypertension, Compliance, Counseling, Elderly*