

## THE INFLUENCE OF “AKU BANGGA AKU TAHU” (ABAT) CAMPAIGN ON ADOLESCENT KNOWLEDGE AND ATTITUDES ABOUT HIV/AIDS

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### ABSTRAK

Pendahuluan : Dampak perilaku seksual remaja terhadap kesehatan reproduksi adalah tertular PMS (Penyakit Menular Seksual) termasuk HIV/AIDS. Secara global, 40% kasus infeksi HIV/AIDS terjadi pada orang berusia 15-24 tahun. Pada tahun 2014 kasus HIV/AIDS Kota Bandar Lampung mencapai 238 kasus dan pada tahun 2015 meningkat menjadi 371 kasus. Tingginya masalah HIV/AIDS mendorong pemerintah untuk melakukan upaya pengendalian. Salah satunya melalui kampanye HIV/AIDS “Aku Bangga Aku Tahu” (ABAT). Bertujuan untuk meningkatkan pengetahuan, persepsi, mengurangi stigma dan meningkatkan perilaku pencegahan HIV/AIDS.

Tujuan : Mengetahui Pengaruh Kampanye “Aku Bangga Aku Tahu” terhadap pengetahuan dan sikap remaja tentang HIV & AIDS di SMA Metro Kartikatama Tahun 2018

Metode : Metode penelitian yang digunakan adalah kuantitatif dengan desain penelitian pre-experimental dan pendekatan one group pre-post test design. Sampel yang digunakan dalam penelitian ini adalah total sampling, dan responden akan dibagi menjadi empat kelompok yang mendapat intervensi kampanye ABAT dengan media penyampaian informasi yang berbeda yaitu video, story sheets, leaflet dan kelompok terakhir diberikan intervensi dengan ketiga media tersebut (video, lembar cerita). dan leaflet), dimana setiap kelompok terdiri dari 20 responden. Analisis data yang digunakan adalah analisis univariat, bivariat dan multivariat menggunakan uji T dan uji Anova.

Hasil : Hasil analisis data menunjukkan bahwa dari hasil semua media (lembar cerita, video dan leaflet) diperoleh p-value =  $0,000 < = 0,05$  yang artinya ada pengaruh media penyuluhan berupa lembar cerita, video dan leaflet tentang pengetahuan dan sikap remaja tentang HIV/AIDS. AIDS di SMA KARTIKATAMA Metro Tahun 2018. Pada variabel pengetahuan, media yang paling berpengaruh adalah video, sedangkan variabel sikap media adalah lembar cerita.

Kesimpulan : Berdasarkan hasil penelitian dapat disimpulkan bahwa ada hubungan positif antara media konseling dengan pengetahuan dan sikap remaja tentang HIV/AIDS

Saran : Bagi dinas kesehatan terkait untuk lebih meningkatkan monitoring, sosialisasi dan pemberian informasi termasuk penggunaan kampanye ABAT secara berkala baik kepada masyarakat maupun remaja di sekolah tentang cara pencegahan HIV&AIDS

Kata kunci: Aku Bangga Aku Tahu, Pengetahuan, Sikap, HIV/AIDS

### ABSTRACT

Introduction : The impact of adolescent sexual behavior on reproductive health is contracting STDs (Sexually Transmitted Diseases) including HIV/AIDS. Globally, 40% of cases of HIV/AIDS infection occur in people aged 15-24 years. In 2014 Bandar Lampung City HIV/AIDS cases reached 238 cases and in 2015 increased to 371 cases. The high problem of HIV/AIDS encourages the government to carry out control efforts. One of them is through the “Aku Bangga Aku Tahu” (ABAT) HIV/AIDS campaign. Aims to increase knowledge, perception, reduce stigma and improve HIV/AIDS prevention behavior.

Purpose : Knowing the effect of the “Aku Bangga Aku Tahu” Campaign on the knowledge and attitudes of teenagers about HIV & AIDS at Kartikatama Metro High School in 2018

Method : The research method used is quantitative with a pre-experimental research design and a one group pre-post test design approach. The sample used in this study is total sampling, and respondents will be

divided into four groups who receive ABAT campaign interventions with different information delivery media, namely video, story sheets, leaflets and the last group is given intervention with the three media (video, story sheet). and leaflets), in which each group consisted of 20 respondents. The data analysis used was univariate, bivariate and multivariate analysis using T test and Anova test.

Results : The results of data analysis showed that the results of all media (story sheets, videos and leaflets) obtained  $p\text{-value} = 0.000 \leq 0.05$  which means that there is an influence of counseling media in the form of story sheets, videos and leaflets on the knowledge and attitudes of adolescents about HIV/AIDS. AIDS at SMA KARTIKATAMA Metro in 2018. In the knowledge variable, the most influential media is video, while the media attitude variable is the story sheet.

Conclusion : Based on the results of the study, it can be concluded that there is a positive relationship between counseling media and adolescent knowledge and attitudes about HIV/AIDS

Suggestion: For the relevant health offices to further improve monitoring, socialization and providing information including the use of regular ABAT campaigns both to the community and youth in schools about how to prevent HIV/AIDS

Key words: Aku Bangga Aku Tahu, Knowledge, Attitude, HIV/AIDS

## INTRODUCTION

Adolescents are individuals who are undergoing a period of transition which gradually reaches sexual maturity, experiences a mental change from a child's soul to an adult, and experiences changes in economic circumstances from dependence to being relatively independent (Notoatmodjo, 2012b).

Reproductive health is physical, mental and social well-being as a whole in all matters relating to the reproductive system and function, as well as the reproductive process and not just a condition that is free from disease or disability. Sexual activity places adolescents at risk for various reproductive health problems. Every year approximately 15 million adolescents aged 15-19 give birth, 4 million have abortions, and nearly 100 million are infected with curable sexually transmitted diseases (STDs). Globally, 40% of all cases of HIV infection occur in young people aged 15-24 years. The latest estimate is, every day there are 7000 teenagers infected with HIV (Purwoastuti & Walyani, 2015).

Based on the report on the development of HIV-AIDS and STIs in Indonesia in the first quarter of 2017, the number of HIV infections was 10,376, while the number of AIDS was reported as many as 673 people (Kementrian Kesehatan RI, 2017). Di provinsi Lampung jumlah kasus HIV yang dilaporkan dari seluruh kabupaten/kota tahun 2010-2015 sejumlah 493 kasus, dimana kasus AIDS dilaporkan sejumlah 128 kasus dan HIV sejumlah 365 kasus (Dinas Kesehatan Provinsi Lampung, 2017).

The impact of adolescent sexual behavior on reproductive health is contracting STDs (Sexually Transmitted Diseases) including HIV/AIDS. Teenagers often have unsafe sex. The habit of changing partners and having anal sex makes

teenagers more susceptible to contracting STDs/HIV, such as syphilis, gonorrhea, herpes, chlamydia, and AIDS. From the available data, it shows that among 2013 HIV sufferers or cases, 1058 people are between the ages of 15-19 years (Purwoastuti & Walyani, 2015).

One of the reasons for the emergence of reproductive health problems in adolescents is the lack of information about it. One of the things that hinders the delivery of information about HIV/AIDS is cultural issues and many people still think that sex education is still taboo to talk about in teenagers, both in the family and school environments, so this is what causes teenagers to get education and knowledge that is not optimal. All this less than optimal knowledge makes many teenagers then try to find out by doing it themselves and are less aware of the consequences of these activities (Wulandari, 2013).

Knowledge is a very important domain to shape one's actions, because from experience and research results, it turns out that behavior based on knowledge will be better than one that is not based on knowledge. Good knowledge will support good adolescent behavior about HIV/AIDS. Because the better the knowledge of adolescents, the better their behavior in preventing HIV/AIDS. So that through this study, researchers want to increase the knowledge and attitudes of adolescents who are facilitated by the media as an effort to prevent sexual behavior deviations in adolescents that have an impact on HIV/AIDS, which has not been found in previous studies.

Reproductive health education is very important to know from an early age so that by the time someone reaches the age of a teenager, they have received enough information so that they know

the things that should be done and things that should be avoided when facing problems regarding their reproductive organs. The development of adolescent reproductive health aims to provide information and knowledge related to healthy living behavior for adolescents, in addition to overcoming existing problems. Adequate knowledge and motivation to live a healthy youth (Widyastuti et al., 2009).

Something to need for increased social health services for adolescents is increasingly becoming a concern throughout the world. Spurred on by recommendations from the results of the International Conference on Population and Development (ICPD) in 1994, many organizations in various countries have created various programs to meet the needs of adolescents in the field of reproductive health. The National AIDS Commission has several media to disseminate information about HIV/AIDS, including websites, brochures, leaflets, posters, to stationery and t-shirts. The use of health promotion media will help clarify the information conveyed, because it can be more interesting, more interactive and can overcome the limitations of space, time and human senses. And the success of promotional media is influenced by the effectiveness of promotional media which is largely determined by the number of senses used (Kumboyono, 2011).

The ABAT campaign is carried out with the aim of comprehensively increasing adolescent knowledge and attitudes about HIV/AIDS so that youth can build lives, work and achieve. One of the target groups of the campaign is high school students, the campaign can be carried out in one session (single session) in one day, or divided into several sessions (multiple sessions) in several days. (Komisi Penanggulangan AIDS, 2012).

Researchers conducted research at SMA KARTIKATAMA Metro because based on the results of interviews with Guidance Counseling teachers and school principals, At the school, there has never been an ABAT campaign. Based on a preliminary survey conducted by researchers on 10 students of SMA KARTIKATAMA Metro, information was obtained that 8 people had never heard of HIV/AIDS, these teenagers thought that reproductive health was still a "taboo" thing to talk about. Thus, researchers are interested in conducting research on the Effect of the "I'm Proud I Know" Campaign on the knowledge and attitudes of adolescents about HIV & AIDS at SMA KARTIKATAMA Metro in 2018

## METHOD

The research method used is quantitative with a pre-experimental research design and a one group pre-post test design approach. The sampling technique used in this research is purposive sampling. Respondents will be divided into four groups who receive ABAT campaign interventions with different information delivery media, namely videos, story sheets, leaflets and the last group is given interventions with the three media (video, story sheets and leaflets), where each group consists of 20 respondents. Data on the knowledge and attitudes of respondents were taken through the pretest and posttest scores. The questionnaires used were sourced from the "Aku Bangga Aku Tahu" Campaign Guidebook (standardized), so the researchers did not test the validity and reliability. The questionnaire consists of 10 questions with closed question types. The data analysis used was univariate, bivariate and multivariate analysis using T test and Anova test.

## RESULT

### Univariate Analysis

**Table 1**  
**Average Adolescent Knowledge and Attitude Values Before being given the ABAT Campaign**

Group	Variable	N	Mean
Story Sheet	Knowledge Value before intervention	20	57,50
	Attitude score before intervention	20	5,65
Video	Knowledge Value before intervention	20	41,00
	Attitude score before intervention	20	6,75
Leaflet	Knowledge Value before intervention	20	55,00
	Attitude score before intervention	20	7,30
Combined (video, story sheets and leaflets)	Knowledge Value before intervention	20	53,00
	Attitude score before intervention	20	6,90

Based on table 1, the average value of knowledge and attitudes was obtained before the ABAT campaign was carried out in the story sheet

media group are 57.50 and 5.65. In the video media group it was 41.00 and 6.75, in the leaflet media group it was 55.00 and 7.30 while in the combined

media group (Story Sheet, video and leaflet) the average value of knowledge and attitudes before the ABAT campaign was carried out was 53.00 and 6.90

**Table 2**  
**Average Knowledge and Attitude Value of Adolescents After the ABAT Campaign**

Group	Variable	N	Mean
Story Sheet	Knowledge Value before intervention	20	79,00
	Attitude score before intervention	20	8,00
Video	Knowledge Value before intervention	20	80,50
	Attitude score before intervention	20	8,10
Leaflet	Knowledge Value before intervention	20	79,50
	Attitude score before intervention	20	7,95
Combained (video, story sheets and leaflets)	Knowledge Value before intervention	20	82,00
	Attitude score before intervention	20	8,15

Table 2 shows the results of the average value of knowledge and attitudes after the ABAT campaign was carried out in the group using story sheets, namely 79.00 and 8.00. In the group using video media, the average value of knowledge and attitudes after the intervention was 80.50 and 8.10. In

the group using leaflet media the average knowledge and attitude scores were 79.50 and 7.95. While in the group using the combined media (story sheets, videos and leaflets), the average knowledge and attitude scores after being given the ABAT campaign were 82.00 and 8.15.

**Bivariate Analysis**

**Tabel 3**  
**The Effect Of The ABAT Campaign on**

Kelompok	Variabel	N	Mean
Story Sheet	Knowledge Value before & after intervention	20	-21,50
	Attitude score before & after intervention	20	-2,35
Video	Knowledge Value before & after intervention	20	-39,50
	Attitude score before & after intervention	20	-1,35
Leaflet	Knowledge Value before & after intervention	20	-24,50
	Attitude score before & after intervention	20	-0,65
Combained (video, story sheets and leaflets)	Knowledge Value before & after intervention	20	-29,00
	Attitude score before & after intervention	20	-1,25

**Adolescent Knowledge and Attitudes About HIV & AIDS**

Based on Table 3, it is known that the values of knowledge and attitudes before and after the ABAT campaign using story sheets were 21.50 and -2.35, in the group with video media 39.50 and -1.35, in the group using leaflet 24,50 and -0.65 and in the group using combined media (story sheets, videos and leaflets) were 29.00 and -1.25, respectively.

**Multivariate Analysis**

According to Hastono (2016), multivariate analysis aims to see several independent variables (more than 1 variable) which are the most dominant to the dependent variable. To obtain information on which variables are most dominantly related to

knowledge and attitudes, it is necessary to conduct an ANOVA test analysis, with the results of the analysis as follows:

**Table 4.**  
**Average Knowledge Distribution by Media in ABAT Campaign**

Variabel	Mean	F	Sig
Between groups	938,333	4,354	0,07
In Group	215,526		

Based on Table 4, the p-value = 0.007 < = 0.05, which means there is a significant difference between groups. after that, to get a comparison between groups of Story Sheets, Videos, Leaflets, and Composites that have a significant value, the

data analysis is continued with a post hoc test analysis that includes the difference between the pre and post values in each media using the LSD test. Based on the results of the LSD test conducted from all interaction variables, the dominant interaction or the variable that most influences the respondent's knowledge is video media with a sig value. = 0.002 and mean difference = 15,000.

**Table 5.**  
**Distribution of Average Attitudes by Media in the ABAT Campaign**

Variabel	Mean	F	Sig
Between groups	9,783	13,137	0,000
In Group	0,745		

Table 5 shows the results of the p-value = 0.000 < = 0.05, which means that there is a significant difference between groups. after that it is the same as the knowledge variable, to get a comparison between groups of Story Sheets, Videos, Leaflets, and Composites which have a significant value, the data analysis is continued with a post hoc test analysis that includes the difference between the pre and post values in each media using LSD test. On the attitude variable, of all the interaction variables, the dominant interaction or the variable that has the most influence on the respondent's attitude is the story sheet media with a value of sig. = 0.000 and the mean difference = 1.700.

## DISCUSSION

Based on the results of the study, it is known that all media (story sheets, videos and leaflets) obtained p-value = 0.000 < = 0.05 which means that there is an influence of counseling media in the form of story sheets, videos and leaflets on the knowledge and attitudes of adolescents about HIV/AIDS in Indonesia. SMA KARTIKATAMA Metro in 2018. The media that has the most influence on adolescent knowledge is video with a sig value. = 0.002 while on the attitude variable, the most influential media is the story sheet with a value of sig. = 0.000

The results of this study are in accordance with the opinion of Notoatmodjo (2010) which states that new behavior, especially in adolescents, begins in the cognitive domain in the sense that the subject knows in advance about the stimulus in the form of a material object that causes an inner response in the form of an attitude.

The results of this study are in line with research conducted by Amelina (2017) at SMA "P" Bandar Lampung, which stated that there was an

influence of IEC media on adolescent knowledge about HIV and AIDS through the provision of ABAT campaigns. The study conducted by Hamdi, et al (2016) also stated that ABAT KIE is effective in increasing knowledge, perception and prevention behavior, but has not been able to reduce stigma. The results of this study are also in line with research conducted by Asfar (2018) which states that health education has a positive influence on the level of knowledge and attitudes about HIV/AIDS in adolescents.

The "ABAT" campaign is an effort to prevent and control HIV/AIDS in Indonesia, as well as a report showing that none of the provinces are free from AIDS cases, the Health Promotion Center of the Indonesian Ministry of Health is committed to spreading correct and comprehensive knowledge about HIV and AIDS AIDS which will be implemented together across related sectors, and interested parties. Whatever method is chosen to convey correct and comprehensive information/knowledge about HIV and AIDS . Everything is conveyed to young people as individuals and supports them in their efforts to build their identity as individuals who are forward-thinking, open and have a firm stance, know what is right and good for themselves, their families and their nation. (Pusat Promosi Kesehatan kementerian Kesehatan RI, 2012)

In Kamus Besar Bahasa Indonesia (2016), Knowledge is something that is known to be related to the learning process, this learning process is influenced by several internal factors such as motivation and external factors in the form of available information facilities and socio-cultural conditions. Information obtained from both formal and non-formal education can have a short-term effect resulting in changes or increases in knowledge. Thus, according to researchers, respondents' knowledge will increase if they follow the learning process both formal and non-formal and must be supported by internal and external factors so that there is a significant increase in knowledge

According to Notoatmodjo (2012) that attitude is a person's response to a stimulus or stimuli. There are several factors that influence a person's attitude including personal experience, the influence of others who are considered important, cultural influences, mass media, educational institutions/religious institutions, and the influence of emotional factors. Attitudes are able to guide a person's behavior so that there will be a tendency to act in accordance with the attitude expressed. Thus, if adolescents have good knowledge about HIV/AIDS, it will have an impact on positive attitudes about HIV/AIDS.

In the knowledge variable, video media is the media that has the most dominant influence, this is because video media is a suitable medium in learning. In addition, watching videos, after or before reading, can strengthen students' understanding of the teaching material. In the affective domain, videos can strengthen students in feeling the emotional and attitude elements of effective learning.

On the attitude variable, story sheet media is the most dominant that has an effect, because according to researchers this media has several advantages, including story media has an attraction that can touch someone. Because the story can knit people's hearts and can affect their feelings in their lives, because by listening to stories, children's thoughts and emotions are stimulated so that they are interested in absorbing the message conveyed without being forced.

## CONCLUSION

Based on the results of the research and discussion, it can be concluded that there is an effect of the "I'm Proud I Know" campaign on the knowledge and attitudes of adolescents about HIV/AIDS with all the media used (story sheets, videos, leaflets and a combination of media (story sheets, videos, leaflets) in SMA KARTIKATAMA Metro in 2018. The most influential media knowledge variable is video media, while the attitude variable is story sheet media.

## SUGGESTION

learn facts or correct information about HIV/AIDS, both from the way it is transmitted and how to prevent it by using print media, electronic media and the internet. In order to include HIV/AIDS material into the learning program accompanied by information about other reproductive health materials, such as the impact of promiscuity on the incidence of HIV/AIDS, so that adolescents avoid free sex behavior. Public Health office further improve monitoring, socialization and providing information on a regular basis both to the community and youth in schools regarding how to prevent HIV/AIDS situations

Can provide information on a regular basis both to the community and youth in schools related to how to prevent HIV/AIDS. Especially in localized areas and in areas that have high mobility such as areas where there are tourist attractions.

### 1. Next researcher

For other researchers who want to continue this research, they can use methods other than

lectures, for example by training using models, leaflets or the video method

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