

EFFECTIVENESS OF HIV/AIDS EDUCATION USING LEAFLETS AND TIKTOK VIDEOS FOR ADOLESCENTS IN PANIMBANG DISTRICT, PANDEGLANG REGENCY**E. Egriana Handayani^{1*}, Siti Nur Ramdaniati²**¹⁻²Faculty of Science, Pharmacy and Health. Mathla'ul Anwar University

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Doi: <https://doi.org/10.33024/mnj.v8i8.25535>**ABSTRACT**

HIV/AIDS among teenagers is a problem that is still quite high and has an impact on adolescent health. HIV/AIDS often occurs because sexual activity among teenagers is increasing due to knowledge about HIV/AIDS not being improved. Objective This research is to determine the effectiveness of counseling using leaflets and Tiktok video media for teenagers in Panimbang District, Pandeglang Regency in 2024. Method of this research is a quasi-experimental quantitative research with a two group pre-test and post-test design, data was collected using a pre-questionnaire.- test and post-test. The population of this study was 2425. The sample in this study was 378 respondents who were divided into 2 groups, 189 respondents as the leaflets outreach group and 189 respondents as the tiktok video outreach. Result: There was an increase in the average value of knowledge and attitudes between before and after HIV/AIDS education using leaflets and tiktok videos among teenagers in Panimbang District. Conclusion: HIV/AIDS education using TikTok video is more effective than leaflets.

Keywords: Media, Leaflet, Knowledge, HIV/AIDS Education, Video Tiktok.**INTRODUCTION**

(WHO, 2023), mentions global data about people living with HIV An estimated 40.8 [37.0-45.6] million people are living with HIV worldwide by the end of 2024. 1.4 million [1.1-1.7] children (0-14 years) living with HIV by 2023. HIV incidence 1.3 million [1.0-1.7 million] people infected with HIV by 2023. Since 2010, the number of people infected with HIV has decreased by 39%, from 2.1 million [1.7-2.7 million]. 120,000 [83,000-170,000] children contracted HIV in 2023. By 2023, 630,000 [500,000-820,000] people died from HIV-related causes globally. The global HIV epidemic claimed 69% fewer lives in 2023 since

its peak in 2004. 76,000 [53,000-110,000] children will die from HIV-related causes by 2023. HIV continues to be a major global public health problem, having claimed 42.3 million [35.7-51.1 million] lives to date.

According to estimates by the Joint United Nations Programme on HIV/AIDS (Unaids, 2024), Indonesia does have the highest number of people living with HIV in Southeast Asia, which is around 570,000 by 2023. Number of People with HIV, there were 39.9 million people across the globe living with HIV in 2023. Of these, 38.6 million were adults (>15 years old), and 1.4

million were children (<15 years old). In addition, 53% were women and girls. The Ministry of Health stated that the number of HIV/AIDS cases in 2024 was recorded at 27,000 cases, with the most HIV/AIDS cases found in Papua, totaling 21,129 cases (WHO, 2025), of the total new cases nationwide. Based on data from the Banten Provincial Health Office dated October 1, 2023, the cumulative number of HIV AIDS case findings in Banten Province has exceeded the national estimate of 16,810 HIV ADIS cases, the cumulative number of ODHIV (People Living with HIV) found is 17,243 ODHIV or 103%, while the death rate is 1,513 people with a span of 1998 to 2023. Thus, the cumulative number of PLHIV found alive in Banten Province amounted to 15,730 ODHIV or 93% (Radar Banten, 2023). In 2024 Banten Province was recorded to have 2,463 new HIV/AIDS cases (BPS, 2025). Data from the Pandeglang District Health Office, states that HIV/AIDS cases throughout 2023 have added 186 new HIV/AIDS cases with the most distribution in Cimanggu, Sobang and Panimbang Districts (Diskominfo, 2022) Most infections are caused by sex among LGBT people and free sex.

According to Salirawati et al. (2015), adolescents are very vulnerable to engaging in behavior beyond normal limits, especially if they are out of parental supervision, leading to moral deviations such as promiscuity, alcohol consumption, free sex, and even drug use. are always at high risk of having casual sex because they often have short-term relationships and change partners. (Nurwati & Rusyidi, 2019). Sexual activity among adolescents is increasing due to a lack of knowledge about HIV/AIDS, which is in line with data from the Indonesian Health Demographic Survey (IDHS) which states that around 34 percent

of female adolescents and 21 percent of male adolescents aged 15-24 years have never heard the term HIV/AIDS (Sudikno et al., 2011).

Data that gather from the Pandeglang District Health Service mention that throughout 2023 there will be an additional 186 new HIV/AIDS cases with the largest distribution in Cimanggu, Sobang and Panimbang Districts (Diskominfo, 2022). Most infections are caused by sex among LGBT people and free sex. Sexual activity among teenagers is increasing due to a lack of knowledge about HIV/AIDS, which is in line with data from the Indonesian Demographic Health Survey (SDKI) which states that around 34 percent of female teenagers and 21 percent of male teenagers aged 15-24 years have never heard of the term HIV/AIDS (BPS, 2025)

The results of Arif.M.R., (2021), concluded that there was an increase in teenagers' knowledge scores after being given health promotion through Tiktok media to teenagers at SMPN 12 Bengkulu City (Ramdaniati & Wandi Somantri, 2022), in research on the Effectiveness of Health Education about Covid-19 between Video Media and Leaflet Media found that leaflet media was more effective in increasing knowledge and attitudes about Covid-19 among teenagers in MAN 1 Pandeglang Regency. Therefore, researchers are interested in finding out the effectiveness of HIV/AIDS education using Leaflet Media and TikTok Media for Adolescents in Panimbang District.

LITERATURE REVIEW

Adolescents knowledge can be increased by conducting health education (counseling) without

media and using media. Leaflet is a print media that has the advantage where targets can adapt and learn independently and information can be shared with family and friends. Currently, Tiktok is very popular in various parts of the world, this is proven by a Bytedance survey, the number of users who downloaded Tiktok is about 45.8 million times. This number beats other applications such as WhatsApp, YouTube, Facebook and Instagram. TikTok's use as an educational medium by its users can be linked to symbolic interaction theory, which focuses on how individuals perceive themselves and their environment. Symbolic communication and interaction are fundamental human activities in which the process of communication and the exchange of symbols are given meaning. In the digital technology and information society, disseminating messages through social media can be highly effective (Nurdiansyah & Suhartini, 2021).

RESEARCH METHOD

This research is a type of quasi-experimental research, with the research design used is pre test and post test two groups. In this design, observations were made twice, namely before the experiment and after the experiment (Arikunto, 2006). This research was conducted in Panimbang District, Pandeglang Regency.

The population in this study was all 2425 teenagers in Panimbang District. The sampling technique used in this research was Simple Random Sampling, where samples were taken randomly from 6 villages in Panimbang District.

Sample number using the Slovin formula The sample in this study was 378 people. Respondents

were divided into 2 groups, each group numbering 189 respondents, then given HIV/AIDS education at one time. Group 1 was given HIV/AIDS education using leaflet media, while group 2 was given HIV/AIDS education using TikTok video media. Leaflets are printed media that can be folded into 2 - 3 pages. This research uses leaflets because they contain educational information in the form of writing and pictures so that they can attract more interest in reading. Meanwhile, TikTok videos are audiovisual media that display images and sounds published on social media which are currently most widely used by teenagers.

Research recommendations are obtained from Pandeglang Distrik Health Office and permission is given by Panimbang Sub-district.

Primary data in this study are data from the answers to the research questionnaire, data from interviews with Panimbang District. Sugiyono (2018) stated that primary data is data obtained directly from unmediated sources. Meanwhile, secondary data in this study are data on the number of adolescents, data on HIV / AIDS cases from the Pandeglang District Health Office. Sugiyono (2018) suggest that secondary data is data obtained indirectly or from parties that provide data to researchers. The data collection tool in this study is to use a questionnaire instrument and Extension Program Units (SAP).

The data that has been collected is processed using SPSS 24. Analyze the data for each group using the paired T-test, while analyzing the data between groups using the unpaired T-test to see the effect between the variables studied before and after counseling with leaflet & Tiktok media.

RESEARCH RESULT

Table 1. Distribution of Respondent Characteristics According to Gender, Age and Village

Gender	Leaflet Media	Video Media
Male	82	86
Female	107	103
Age		
12 years	2	1
13 years	28	14
14 years	40	51
15 years	39	37
16 years	51	42
17 years	21	28
18 years	6	10
19 years	2	6
Village		
Citereup	32	30
Gombong	33	33
Mekarjaya	33	33
Mekarsari	32	27
Panimbangjaya	31	33
Tanjungjaya	28	33
Total	189	189

Source : Primary data (2024)

Based on table 1, it is known that of the 378 respondents studied, the results showed that there were 82 male respondents in leaflet media and 86 people in video media, and 107 female respondents in leaflet media and 103 respondents in video media. The distribution of villages based on table 1 shows that, from 378 respondents studied, 32 respondents had their address in Citereup Village in leaflet media and 30 people in TikTok video media, 33 respondents in Gombong Village in leaflet media and 33 people in

TikTok video media, 33 respondents with their address in Mekarjaya Village in leaflet media and 33 people in TikTok video media. Those with addresses in Mekarsari Village were 32 people in leaflet media and 27 people in TikTok video media, 31 respondents in Panimbangjaya Village in leaflet media and 33 people in TikTok video media, and 28 respondents in Tanjungjaya Village in leaflet media and 33 people in TikTok video media.

Table 2. Distribution of Scores Based on Knowledge Before (Pre-Test) and After (Post-Test) in the Leaflet Media and Video Media Health Promotion Groups

Health promotion group	Mean	Standard deviation	Min-Max	N
Knowledge variable				
Leaflet Media				
Pre-Test	40,87	18,577	0-92	189
Post-Test	56,44	23,767	8-133	
Tiktok Video Media				
Pre-Test	45,94	21,100	8-108	189
Post-Test	65,87	22,416	8-100	
Attitude Variable				
Leaflet Media				
Pre-Test	44,37	7,572	24-60	189
Post-Test	46,03	9,096	0-65	
Tiktok Video Media				
Pre-Test	45.35	9.488	0-75	189
Post-Test	48.12	8.388	27-90	

Source : Primary data (2024)

Based on table 2, the average value of respondent's knowledge shows that before given health promotion about HIV/AIDS in the leaflet media group, the pre-test average value was 40,87 with a standard deviation of 18,577 and the post-test average value increased by 56,44 with a standard deviation of 23,767, while in the video media group, the pre-test average value was 45,94 with a standard deviation of 21,100 and the average value increased. post-test was 65,73 with a standard deviation of 22,416. Based on the average value of knowledge among respondents, it can be concluded that there has been an increase in respondent's knowledge after being given health promotion education about HIV/AIDS using leaflets and TikTok video media.

Based on table 4.6 the average value of respondent's attitudes showed that before being given health promotion about HIV/AIDS in

the leaflet media group, the pre-test average value was 44,37 with a standard deviation of 7,572 and the post-test average value increased by 46,03 with a standard deviation of 9,096, while in the video media group, pre-test average value was 45,35 with a standard deviation of 9,488 and the post-test average value increased about 48.12 with a standard deviation of 8.388. Based on the average attitude value of respondents, it can be concluded that there was an increase in respondent's attitudes after being given health promotion education about HIV/AIDS education using leaflets and TikTok video media.

In this study, the difference between the pre-test and post-test averages in the leaflet media and video media groups used non-parametric. Because there is some data that is not normally distributed. The non-parametric tests used are the Wilcoxon and Mann-Whitney tests.

1. Pre-test dan Post-test Analisis

Table 3. Result of Pre - test and post test Analisis of Knowledge and Attitude

Group	N	Positive Ranks	Ties	Negative Ranks	Sig (2-tailed)
Knowledge					
Leaflet Media	189	135	10	44	0,000
Video Media	189	143	13	33	0,000
Attitude					
Leaflet Media	189	108	11	70	0,008
Video Media	189	133	18	58	0,000

Source : Primary data (2024)

Results of statistical analysis using the Wilcoxon signed rank test showed that there were 135 teenagers in the leaflet media group and 143 teenagers in the video media group with better HIV/AIDS knowledge results than before. The results of the Wilcoxon signed rank test show a p-value of $0.000 < \alpha$ (0.05), so it can be concluded that there is an influence of education using leaflet media and TikTok video media on knowledge about HIV/AIDS among teenagers in Panimbang District, Pandeglang Regency.

Results of statistical analysis using the Wilcoxon signed rank test showed that there were 108 teenagers in the leaflet media group and 133 teenagers in the video media group with better HIV/AIDS attitudes than before regarding video media. The results of the Wilcoxon signed rank test show a p-value of $0.008 < \alpha$ (0.05) and $0.000 < \alpha$ (0.05), so it can be concluded that there is an influence of education about HIV/AIDS using TikTok video media on teenagers in Panimbang District compared to leaflet media.

Table 4. Result Of Difference Analysis Knowledge Leaflet Media Group And Video Media

	N	Mean Rank	Asymp. Sig
Pengetahuan			
Media Leaflet	189	156,47	P = 0,000
Media Video		222,53	
Sikap			
Media Leaflet	189	178,75	P = 0,056
Media Video		200,25	

Source : Primary data (2024)

Results of statistical analysis using the Mann Whitney Test showed a p-value of $0.000 < \alpha$ (0.05), which means there is a significant difference between the knowledge of the leaflet media group and the TikTok video media group regarding HIV/AIDS among teenagers in

Panimbang District, Pandenglang Regency.

Results of statistical analysis using the Mann Whitney Test showed a p-value of $0.056 > \alpha$ (0.05), which means there was no significant difference between the attitudes of the leaflet media group and the

TikTok video media group regarding HIV/AIDS among teenagers in

Panimbang District, Pandeglang Regency.

PEMBAHASAN

Knowledge and Attitudes About HIV/AIDS Leaflet Media Group

Based on the analysis results, the average pre-test score in the leaflet media group shows that knowledge about HIV/AIDS among teenagers before health promotion was carried out was 40,87, whereas after health promotion using leaflet media was carried out, become 56,44. The results of statistical analysis using the Wilcoxon signed rank test showed that there were 135 teenagers in the leaflet media group whose knowledge of HIV/AIDS was better than before. The results of the Wilcoxon signed rank test show a p-value of $0.000 < \alpha (0.05)$, so it can be concluded that there is a difference in the average knowledge value before and after being given health promotion about HIV/AIDS using leaflet media. This study is in line with the research of (Rochmawati L, Prabawati S, 2022), which shows the results of the paired sample test statistical test of HIV-AIDS knowledge before and after being given the leaflet 'I'm Proud to Know' of 0.001 lower than 0.05, which means that there is an effect of increasing HIV-AIDS knowledge in adolescents through leaflet media. In addition, (Sinaga et al., 2024) in their research also concluded that there is an influence of counseling using leaflet media on the level of knowledge of pregnant women about anemia.

Furthermore, results of the analysis, the average value of pre-test and post-test attitudes of teenagers regarding HIV/AIDS in the leaflet media group before health promotion using leaflet media was carried out was 44,37 and after health promotion using leaflet media

the average post-test value was 46,03. The results of statistical analysis using the Wilcoxon signed rank test showed that there were 108 teenagers in the leaflet media group with better attitude results than before. The results of the Wilcoxon signed rank test show a p-value of $0.008 < \alpha (0.05)$, so it can be concluded that there is a difference in the average attitude value before and after being given counseling about HIV/AIDS using leaflet media. This is in line with research conducted by (Hasnia et al., 2024) at SMKS Santo Yosef Nazaret Jayapura Regency which shows there are differences in student attitudes before and after being given education about HIV/AIDS with leaflet media obtained a pre-test mean value of 25.25 and a post-test mean value of 42.65 with a p-value of $0.000 (> \alpha = 0.05)$.

An effort to increase the knowledge and attitudes of respondents with the help of health promotion media which makes it easier for respondents to remember and understand the material provided. There was an increase in knowledge with the help of this leaflet media where respondents could read it repeatedly so that it could speed up respondent's memory about HIV/AIDS.

Leaflet media contains health information related to HIV/AIDS which is packaged with attractive designs, pictures and colors. Leaflet media is a sheet of paper which is divided into three parts which are intended to increase knowledge. The advantage of leaflet media is that it can be used for a long period of time, it can be read repeatedly, it can be reprinted if necessary, it can

be used as discussion material at different times. The disadvantage of leaflet media is that it cannot be used for communication by those who cannot read and cannot see, and if the design on the leaflet media is not attractive, people will not want to read and keep it.

In accordance with Edgar Dale's cone, leaflet media when promoting health includes 10% reading, 20% listening and 30% viewing of pictures, which can be concluded that leaflet media can be used to convey health messages and information and can provide changes in respondents' knowledge and attitudes with sufficient intensity, in Edgar Dale's theory (Sari, 2019).

Knowledge and Attitudes About HIV/AIDS Tiktok Video Media Group

Based on the results of the analysis of the average pre-test score in the video media group, it shows that knowledge about HIV/AIDS among teenagers before health promotion was carried out was 45,94, while after health promotion using TikTok video media become 65,87. The results of statistical analysis using the Wilcoxon signed rank test showed that there were 143 teenagers in the TikTok video media group whose knowledge of HIV/AIDS was better than before. The results of the Wilcoxon signed rank test show a p-value of $0.000 < \alpha (0.05)$, so it can be concluded that there is a difference in the average knowledge value before and after being given health promotion about HIV/AIDS using video media.

Furthermore, results of the analysis shows that the average value of pre-test and post-test attitudes of teenagers regarding HIV/AIDS in the leaflet media group before health promotion using leaflet media was carried out was 45,35 and after health promotion

using video media the average post-test value was 48,12. The results of statistical analysis using the Wilcoxon signed rank test showed that there were 133 teenagers in the TikTok video media group with better attitude results than before. The results of the Wilcoxon signed rank test show a p-value of $0.000 < \alpha (0.05)$, so it can be concluded that there is a difference in the average attitude value before and after being given HIV/AIDS education using TikTok video media.

The results of this study align with those of (Pratiwi et al., 2023) which showed a change in the average knowledge level before education using TikTok in the experimental group, from 64.4 to 89.7, indicating an effect of TikTok education on knowledge about the role of iron tablets in pre-conception health. (Muthemainnah et al., 2022) study also found a similar effect of TikTok health promotion on adolescents' knowledge about premarital sexual behavior at SMAN 3 Maros.

In addition, this is also in line with the research of (Widya Sandika, 2021) which states that there is a significant effect of counseling with audiovisual media on students' attitudes about the dangers of HIV / AIDS at SMPN 2 Haltim Paluta with an increase in the average value before the intervention, namely 0.00 and after the intervention the average value is 7.00 with a p-value = 0.001 ($\alpha < 0.05$).

TikTok video media can increase knowledge and attitudes among teenagers about HIV/AIDS because they gain new experiences. The use of audiovisuals involves all the sense organs, so the more sense organs are involved in receiving information, the more likely it is that it will be easier to understand and comprehend. Video media is a type of audiovisual media that controls

the senses of hearing and sight because it produces sound and image effects. The advantage of video media is that it can produce sound effects and interesting images so that it attracts the interest of people who hear and see it. The disadvantage of TikTok video media is that it depends on electricity because it uses electronic devices and requires an internet network.

In accordance with the Edger Dale cone which finds that video media is at layer 4 on the cone, it can be concluded that video media can be used to convey messages and information and can provide changes in knowledge and attitudes in respondents.

Effectiveness Between Health Promotion Using Leaflet Media and Video Media

Based on research conducted, the results of the Mann Whitney Test statistical test on the average knowledge value of the difference in the leaflet media group was 156,47 and the average difference in the video media group was 222,53. The statistical test results obtained a p-value of $0.000 < \alpha (0.05)$, which means there is a difference in the effectiveness of leaflet media and video media on HIV/AIDS knowledge among teenagers in Panimbang District, Pandeglang Regency. Health promotion using video media is more effective than leaflet media because respondents in the video media group have a higher average knowledge value than the leaflet media group.

Knowledge is an activity of the mind carried out by humans which means knowing about things, which triggers a person's actions, behavior and the results of thoughts regarding everything that has happened. Knowledge can be obtained from experience and character. Basically, knowledge is the result of an activity

process contained in mental wealth which is expressed in the form of communication stored in the mind and heart (Octaviana D.R.Ramadhani R.A, 2021)

In this research, video is more effective because leaflet media has disadvantages, that it cannot be used by individuals who are not fluent in reading or are illiterate, if the print is not attractive, people will not want to read and keep it, besides that leaflets do not produce sound effects and animations. Meanwhile, video media has advantages over leaflets because it produces images and sound so that it is easier for the target to understand, can attract the target's interest and attention, saves time and can be repeated at any time if necessary. The disadvantages of video media are that it is less able to control participants' attention, the details of the object conveyed are less able to be displayed perfectly, it depends on electricity because it uses electronic devices, communication is one-way (Loi et al., 2024)

Furthermore, based on the results of the Mann Whitney Test statistical test, the average attitude value for the difference between leaflet media was 178,75 and the average difference between video media was 200,25. The statistical test results obtained a p-value of $0,056 > \alpha (0,05)$, which means there is no significant difference between the leaflet media group and the video media group related to health promotion regarding HIV/AIDS education for teenagers in the Panimbang District, Pandeglang Regency.

Attitude is the desire felt by a person towards something to determine likes and dislikes which ultimately determines how a person reacts to situations received and heard, to determine the choices a

person seeks in his life (Widyastuti SR, 2022). This research shows that there is no difference in health promotion media using leaflets and videos in improving attitudes among teenagers in Panimbang District. This is because changes in attitudes cannot take place as quickly as changes in knowledge because attitudes are feelings that arise from the respondent, thoughts, responses and predispositions to the respondent's actions towards aspects of the environment where they live which require a long time to be able to make changes to the respondent's attitudes compared to knowledge.

CONCLUSION

The conclusion of this research is that there is difference in the average value of knowledge and attitudes between before and after counseling about HIV/AIDS using leaflet media. There is difference in the average value of knowledge and attitudes before and after counseling about HIV/AIDS using the Tiktok video media. HIV/AIDS health promotion using Tiktok video media is more effective than leaflet media because respondents in the video media group have a higher average knowledge value than those in the leaflet media group.

SUGGESTION

Suggestions for further research is to use media that involves the active role of participants such as snakes and ladders, monopoly and others. The Panimbang Community Health Center is expected to intensify HIV/AIDS education using Tiktok video media because this media is more effective and efficient in counseling and has the most users among other social media users.

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