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## Research Article

# The Influence of Social Media on the Knowledge of Youth about People with HIV and AIDS

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### Abstract

**Aims:** HIV/AIDS has several negative impacts, namely social impacts, human resource development, demographics, health sector, education sector, and religious aspects. One of the social impacts of HIV/AIDS is that 49.7% stigma occurs between the community and people with HIV/AIDS.

**Methods:** This study uses a Chi-Square research design, namely research that determines the time of measurement/observation of independent and dependent variable data only once at a time

**Results:** The results of the Kai Square (Chi-Square) statistical test at  $\alpha = 0.05$  obtained a p-value of  $<0.001$  ( $p \leq 0.05$ ), which means that there is a statistically significant relationship between social media and the knowledge of active students in class IX about People with HIV. / AIDS (PLWHA).

**Conclusion:** The suggestion in this study is that schools can cooperate with higher health education institutions to improve preventive actions including primary prevention by various ways of providing knowledge about People with HIV/AIDS.

### Keywords:

PLWHA, HIV/AIDS, social media

## INTRODUCTION

HIV/AIDS has several negative impacts, namely social impacts, human resource development, demographics, health sector, education sector, and religious aspects (1). According to (2), one of the social impacts of HIV/AIDS is that 49.7% stigma occurs between the community and people with HIV/AIDS (3). The increasing number of new cases of HIV & AIDS (Human Immunodeficiency Virus & Acquired Immune Deficiency Syndrome) is still a concern. More than 70 million people have been infected with HIV since the beginning of the epidemic, and about 35 million

people have died from HIV (4). The cumulative number of cases of HIV infection reported by the provinces until March 2017 in Indonesia was 242,699 people. The total number of PLWHA (people with HIV & AIDS) is 87,453 (5).

The government, through the Regional AIDS Commission (KPAD), has made various efforts to deal with the spread of HIV/AIDS in the regions, namely the care and treatment of people who have been infected with HIV, mitigating the social impacts of HIV/AIDS, creating a conducive environment for HIV/AIDS prevention efforts. AIDS (6).

The community's stigma against PLWHA significantly impacts HIV/AIDS prevention and control programs, including the quality of life of PLWHA. Misunderstanding or ignorance about HIV often affects fear of PLWHA, causing rejection of PLWHA. Adolescent knowledge in Indonesia about HIV & AIDS is lacking because only 9.9% of girls and 10.6% of boys have comprehensive knowledge about HIV & AIDS (7).

The development of information technology brings a change in society. The birth of social media makes people's behaviour patterns experience a shift in culture, ethics, and existing norms. According to (8), social media is a group of internet-based applications built on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content. Web 2.0 became the primary platform of social media. The widespread use of social media can also influence people's behaviour and health goals through social reinforcement because humans are a very social species and are often influenced by their peers (9).

Based on the Preliminary Study at the Al Falah Madani Vocational High School located on Jalan Raya Pal 6 - Cikasir, Cideheng, Kemanisan, Curug District, Serang City, it was found that 7 out of 10 students lacked knowledge about PLWHA and 4 out of 10 students did not have social media because they did not have a smartphone or gadgets.

This study aimed to determine the effect of social media on adolescent knowledge about PLWHA.

## METHODS

The research design used in this study is a Chi-Square research design, which is a research that determines the measurement/observation time of the independent and dependent variable data only once at a time. This research was conducted at the Bilal Medika Clinic, Serang

City. The population in this study were all third-trimester pregnant women at SMK Al-Falah Madani Serang City, as many as 126 students of class XI. The sampling technique used was the Total Sampling technique, which is carried out by determining the entire population to be the whole sample (10).

## RESULTS

The results of this study aimed to determine the frequency distribution (percentage) and the relationship between the independent variable, social media, and the dependent variable, namely the adolescents' knowledge about PLWHA.

### 1. Univariate Results

**Tabel 5.1**  
**Frequency Distribution Based on Social Media at Al-Falah Madani Vocational School, Serang City in 2022**

Social Media	Amount	Percentage (%)
No	45	35,7
Yes	81	64,3
<b>Amount</b>	<b>126</b>	<b>100</b>

Table 5.1 shows that active class XI teenagers do not use social media as many as 45 people (35.7%) and those who use social media as many as 81 people (64.3%).

**Table 5.2**  
**Frequency Distribution Based on Adolescent Knowledge About PLWHA in Al-Falah Madani Vocational School, Serang City in 2022**

Knowledge	Amount	Percentage (%)
Less	61	48,4
Fair	51	40,5
Good	14	11,1
<b>Amount</b>	<b>126</b>	<b>100</b>

Based on table 5.2 shows that active class XI adolescent students who have less knowledge about HIV/AIDS are 61 people (48.4%), those who have sufficient knowledge are 51 people (40.5%), and those who have good knowledge are 14 people ( 11.1%).

## 2. Bivariate Results

**Table 5.5**  
**Relationship of Social Media with Knowledge of PLWHA at Al-Falah Madani Vocational School Serang City in 2022**

Social Media	Knowledge						Total	Values P
	Less		Fair		Good			
	N	%	N	%	N	%	N	%
No	36	28,6	8	6,3	1	0,8	45	35,7
Yes	25	19,8	43	34,1	13	10,3	81	64,3
<b>Total</b>	<b>61</b>	<b>48,4</b>	<b>51</b>	<b>40,5</b>	<b>14</b>	<b>11,1</b>	<b>126</b>	<b>100</b>

Table 5.5 shows that active class XI teenagers who do not use social media with less knowledge about people with HIV/AIDS (PLWHA). As many as 36 people (28.6%), knowledge of people with HIV/AIDS (PLWHA) is sufficient for as many as 8 people. (6.3%), and good knowledge of people with HIV/AIDS (PLWHA) as much as 1 person (0.8%). Active adolescent students in class XI who use social media with less knowledge about people with HIV/AIDS (PLWHA) as many as 25 people (19.8%), knowledge about people with HIV/AIDS (PLWHA) is sufficient for as many as 43 people (34.1%), and good knowledge of people with HIV/AIDS (PLWHA) as many as 13 people (10.3%). The results of the Kai Square (Chi-Square) statistical test at = 0.05 obtained a p-value of <0.001 ( $p \leq 0.05$ ), which means that there is a statistically significant relationship between social media and the knowledge of active students in class XI about People with HIV/ AIDS (PLWHA).

## DISCUSSION

Findings also reveal that youth who use social networking sites have a higher level of knowledge and are more likely to take steps to prevent the spread of HIV/STIs.

Evidence suggests that (1) talking about love and safe sex on social media sites is associated with greater knowledge of HIV, (2) talking about love on these sites is associated with less sex between partners, and (3) just being a member of a social media site increases the likelihood that one has been tested for sexually transmitted infections.

These results indicate that young people have a high level of interest in and use of online social networks, which can be leveraged for sexual health promotion. Because they make it simple to find sexual partners, online social networks may contribute to an increase in sexual risk behaviors. If these networks are utilized as efficient sexual health communication and information portals, they may also be able to reduce sexual risk behaviors among youth. For instance, agencies can reach out to youth by using online social networking technology to set up informational communication pages where they can chat, send messages and Internet links, and offer general resources and assistance.

Technologies such as the Internet and online social networks may have a significant role in promoting or discouraging sexual risk behaviors,

particularly among children without homes (11–14). In most cases, the research on technologies and sexually transmitted infections (STI) as well as sexually risky behaviors has concentrated on general Internet and chat-room use among adult populations. Methods for recruiting participants for HIV/STI studies (15–17); studies examining the impact of the Internet on sexual risk behaviors in adults (18,19); studies examining the impact of the Internet on lowering the stigma associated with partner seeking among MSM (20). Techniques for utilizing the internet as a delivery mechanism for HIV/STI interventions and treatments (21). The findings of several of these research have revealed that those who use the internet for the purpose of finding sex partners may be at the highest risk of contracting HIV and other sexually transmitted infections (STIs). McFarlane et al. (22) found that "Internet sex seekers" had significantly higher rates of anal intercourse, STIs, sexual exposure to men, total sex partners, and sex partners known to be HIV positive than those who did not seek sex online.

## CONCLUSION

This study found the significant correlation between used of social media and knowledge of HIV. Understanding the impact of online social networking technologies on the lives of those at disproportionate risk is crucial for halting the spread of HIV and other sexually transmitted diseases. According to the results presented here, participation in online social networks may be related to changes in sexual risk behavior, both positive and negative. According to these results, it is crucial for healthcare clinicians and organizations to leverage online social networks for sexual health communication in order to reduce sexual risk behaviors and promote HIV testing.

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