





# Implementation of Policies Related to Communication in Efforts to Prevent HIV/AIDS

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**Abstract:** HIV prevention efforts are carried out massively by the government to achieve Zero new cases of HIV by 2030. The purpose of this study is to analyze the implementation of policies related to communication in efforts to prevent HIV/AIDS in the Wakatobi Regency. This research method is Quasi Qualitative method with in-depth interview, observation and documentation techniques. The research informant consists of 1 key informant, 3 purposively selected ordinary informants and 1 supporting informant. Data validity using source, technique and time triangulation. The result showed that communication related to transmission, and socialization of the Wakatobi Health Office is carried out through socialization and training seminars held by program holders as program implementers or HIV/AIDS counselors at the Community Health Center. These activities are routinely carried out not only for program holders but VCT officers and others. As a continuation of the communication flow from the Health Office to the health provider, the information found is then forwarded to the community as the main object of HIV/AIDS prevention efforts. In conclusion, the person in charge of the infectious disease management program of the Wakatobi district health office has implemented a clear, regular and periodic communication flow in efforts to prevent HIV/AIDS. HIV is a common problem so it is hoped that local governments can develop sustainable cooperation in preventing HIV transmission.


## 1 INTRODUCTION


HIV (*human immunodeficiency virus*) is a virus that attacks the body's immune system. This infection causes a decrease in the patient's immune system so that it is easy to contract various other diseases called AIDS (*Acquired Immune Deficiency Syndrome*) (Ministry of Health, 2020). The National Action Plan for the Prevention and Control of HIV/AIDS and Sexually Transmitted Diseases for 2020-2024 in Indonesia is part of efforts to accelerate towards the end of the AIDS epidemic by 2030 through the *fast track* 95-95-95 for the target of ending AIDS 95% of people with HIV know their status, 95% of people with HIV get ARV treatment and 95% of ODHIV on


ARV are suppressed (Kemenkes, 2020; Salawati, 2021).

The development report of HIV AIDS and sequential infectious diseases (PIMS) Quarter 1 of 2021 that the cumulative number of PLHIV found (HIV cases) reported until March 2021 amounted to 427,201 people and the cumulative number of AIDS cases reported until March 2021 was 131,417 people (Kemenkes, 2021). The number of PLHIV found in the January-March 2022 period, mostly in the age group of 25-49 years (71.3%), age 20-24 years (16.3%), and age group 50 years and over (7.9%) The presentation of PLHIV found to be 69% male, female as much as 31% (Ministry of Health, 2021). The executive report on the development of HIV AIDS

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HIV/AIDS and PIMS in the second quarter of 2022 states that 22,3331 people have reported ODHIV cases from 2,018,641 people tested for HIV and 18,749 people received ARV treatment. The number of ODHIV found in the period January – June 2022, mostly found in the age group of 25 - 49 years (68.1%) followed by the age group of 20-24 years (17.5%), and the age group of  $\geq 50$  years (9.0%). Based on gender, the percentage of HIV cases found in men is 70% and women is 30% with a ratio of men to women is 2:1 (Kemenkes, 2022).

Still based on the HIV/AIDS and Sexually Transmitted Diseases Development Report Quarter II of 2022 for Southeast Sulawesi, as many as 12,038 people tested for HIV were found as many as 188 new cases with 144 PLHIV starting antiretroviral (ART) (Kemenkes RI, 2022). Many factors that cause the cases found do not describe the actual data in the community so that the community is not open to carry out prevention efforts, including lack of public understanding about HIV / AIDS. Herein lies the importance of communication between the person in charge of the program to the target group. The delivery of information about HIV/AIDS programs to implementers and target groups should be conveyed clearly and consistently.

The importance of communication in HIV/AIDS prevention policies in an effort to reduce new cases of HIV is a shared responsibility. Based on the second quarter report for the January-June 2022 period, Southeast Sulawesi is one of the provinces that reported the findings of 188 HIV cases. One of the districts in Southeast Sulawesi is Wakatobi, based on data obtained from the Health Office through the field of disease control and control programs and Wakatobi Regency AIDS control commissions in 2022 there are 16 new cases found. Prevention efforts have been carried out by implementing various programs including the implementation of communication between program implementations and to targeted communities. Although communication has been carried out, there are still many people who do not understand the pattern of incidence and treatment of HIV. The purpose of this study is to analyze the implementation of policies based on communication in efforts to prevent HIV/AIDS.

The importance of communication in HIV/AIDS prevention policies in an effort to reduce new cases of HIV is a shared responsibility. Based on the second quarter report for the January-June 2022 period, North Sulawesi is one of the provinces that reported the findings of 188 HIV cases. One of the districts in North Sulawesi is Wakatobi, based on data obtained

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## 2 METHODS

The type of research used is qualitative research. Data collection techniques by making observations, in-depth interviews and documentation data needed. 5 informants were using purposive sampling, including 1 key informant was the head of the health office, 3 ordinary informants were in the field of control and eradication programs for health service providers and 1 supporting informant was the AIDS Mitigation Commission (program manager). The research location is in Wakatobi Regency in April-June 2023. Data analysis techniques are data reduction and data presentation in the form of narrative text then conclusion and verification. Data validation techniques in this study use source triangulation, triangulation techniques and time triangulation.

The study was conducted according to a protocol approved by the Health Research Ethics Committee, Faculty of Public Health, University of Pejuang Republic Indonesia (No: 462-KEPK-FKM-UPRI).

## 3 RESULT

### 3.1 Characteristics of Informants

Research informants as many as 5 people with deepening information on 3 program persons in charge of the field of prevention and control of infectious diseases Wakatobi Health office. This information was confirmed using source triangulation by confirming the answers of the main informant, key informant, supporting informant and time triangulation, namely confirming the informant's answer to the same question at a different time. For details, you can see the following table:

Table 1: Characteristics of Informers.

| No | Informant Inisial | Age (Year) | Gender | education   | Position              | Information           |
|----|-------------------|------------|--------|-------------|-----------------------|-----------------------|
| 1  | NI                | 37         | P      | D3          | Head of P2P           | Ordinary Informants   |
| 2  | VRR               | 31         | P      | D3          | Health workers        | Ordinary Informants   |
| 3  | MYA               | 39         | L      | S1          | Health workers        | Ordinary Informants   |
| 4  | ZN                | 36         | L      | High school | AIDS Commission       | Supporting Informants |
| 5  | M                 | 51         | L      | S2          | Head of Health Office | Key Informants        |

Based on table 1, it can be described that the age of informants is at a productive age which allows programs to be implemented in accordance with programs implemented related to HIV/AIDS. Related to Education, all ordinary informants have a health education background who understand the pattern of prevention and handling of HIV / AIDS disease and in accordance with the placement for the prevention of sexually transmitted diseases including HIV / AIDS (Kusmayandi & Hertati, 2022; Suharto, dkk, 2020).

### 3.2 Information related to communication implementation

Communication is important to achieve effective program goals. This communication can be between implementers, organizations or to program targets such as groups at risk of HIV / AIDS infection. Communication is important to be carried out to related parties so that the objectives can be conveyed, especially in combating HIV/AIDS

The statement from NI (Head of P2P Sector) as an ordinary informant stated that after the training a meeting was held with HIV programmers, cadres, community leaders, namely:

*"... Yes, so after our staff attended the training, we held a meeting, for that meeting we held 2 meetings a year, later it was explained directly by the staff who represented earlier, so a meeting will be held, for example in the health office hall, discussed about the program implemented for new cases of HIV / AIDS and what problems about HIV / AIDS in Wakatobi Regency" (NI 37 years old, 23 May 2023).*

Then the statement from VRR as an ordinary informant states that doing communication actions persuasively, namely:

*"... For clarity of communication, it feels clear, because we provide direct counseling to the community and sometimes we also come directly to her house, for example there are pregnant women so these pregnant women are our target too. So if pregnant women do not come to counseling then we*

*go directly to her house to be checked" (VRR 36 years, 2 May 3, 2023).*

The statement from MYA as an ordinary informant stated that this HIV/AIDS prevention counseling activity was based on the superior's order, namely:

*"...we from the AIDS prevention mission we hold training for HIV officers to hold socialization, but sometimes also if there is an Integrated Service they sometimes directly hold socialization there too, so, for example there is an Integrated Service all health workers are there so people don't know which one to hear, but there are also officers who often socialize Such a sisi, especially in nightspots, and it is routinely carried out and directly with its inspection..." (ZN 31 years, 27 May, 2023).*

Then an interview by Zn as a supporting informant stated that conducting training for HIV/AIDS section officers, here are excerpts of the interview:

*"... we from the AIDS prevention mission we hold training for HIV officers to hold socialization, but sometimes also if there is a posyandu they sometimes directly hold socialization there too, so for example there is a posyandu all health workers are there so people don't know which one to hear, but there are also officers who often socialize Such a sisi especially in nightspots, and it is routinely carried out and directly with its inspection" (ZN 31 years, 27 May, 2023).*

Then confirmed by M (Head of the Health Office) as a key informant related to communication, here are excerpts of the interview:

*"... Yes, of course, for that communication, we work with the Community Health Center in handling HIV cases to take steps, both prevention and control, so we provide education to the community, especially those who have the potential or risk of HIV/AIDS. In addition to the Community Health Center we also work together with the AIDS Commission to provide education to the community, and when there are cases in the field of prevention and disease control, approach patients and families to take steps because usually it is if the person is infected ee.. HIV socially,*

*there must be shame, taboo so we approach them, we convey Steps to do treatment regularly, we provide counseling so that the patient is not afraid so we provide education" (M 51 years, June 26, 2023).*

## 4 DISCUSSION

Policy communication means the process of delivering policy information from policy *makers* to policy *implementors*. Communication determines the success of achieving the goals of public policy implementation, effective implementation occurs when decision makers already know what they will do (Wisdayanti, D, 2021; Amu, et al., 2020) .

In measuring the success of communication variables, three indicators are used, namely transmission, clarity and consistency in the implementation of prevention and control of HIV/AIDS (Wisdayanti, D, 2021). The transmission or distribution of communication that has been carried out by the Wakatobi Health office is the transmission of information through the person in charge of the program in this case in the field of prevention and control of infectious diseases at the office level and the Public Health Center to be further conveyed to the community. Communication between implementing organizations, namely the Health Office, Center for Public Health and AIDS Commission, has run clearly and consistently. However, there are still people who do not understand the patterns of HIV transmission, especially those in islands, such as the area in Wakatobi Regency which is an archipelago, so communication and information and education related to HIV are needed. Policy implementers have provided information with each other, so that the information conveyed can be implemented. In various policy implementation programs, such as the reality of policy programs, it is necessary to establish good relations between relevant agencies, especially support in communication and coordination. Therefore, coordination and cooperation between agencies are needed for policy success (Gaspersz, A, et al, 2021).

Communication plays a role in delivering information about HIV/AIDS prevention and handling programs implemented in order to synergize in their implementation (Prasanti, et. Al, 2019). In this case, HIV/AIDS prevention efforts are carried out by several elements, namely the Wakatobi Regency Health Office, AIDS Commission, communities in the community and other elements.

Delivering policy messages carried out by the Wakatobi District Health Office through socialization and training held for HIV/AIDS programmers or counselors within the scope of the health office, the informant said that the socialization carried out by the Wakatobi District Health Office twice a year or its implementation every six months, to then be conveyed to other health workers at meetings to equalize understanding equally for all officers when delivering communication to the community. Socialization in communication is important based on research conducted by (Adilina et al., 2021) on the Implementation of HIV/AIDS Prevention Policies in Semarang City said that health promotion in providing education to patients or the community who are in health services especially in terms of transmission, prevention, and control of HIV / AIDS One of the government's efforts to educate the public about HIV / AIDS is by conducting socialization in health services. Massive socialization in productive age groups and risky popuization is very important because these groups are vulnerable and most infected with HIV (Asrina, et al, 2022)

These obstacles in communication include the mutation of health workers, for example programmers at the Center for Public Health so that new programmers must attend training because understanding of the material is still minimal and there are people who refuse to be examined further in the context of HIV/AIDS prevention efforts. This is considered as an effect of public knowledge related to HIV/AIDS which is still lacking. Therefore, more clarity is needed regarding the delivery of policies for HIV/AIDS prevention efforts and consistency of stakeholders in disseminating these policies.

## 5 CONCLUSIONS

The conclusion based on the results of this study is that the application of communication in efforts to prevent HIV/AIDS has been carried out starting from the Health Office, the person in charge of the program, community health centers (puskesmas) and to the target (community), especially in at-risk populations.

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