

PERCEPTION OF INFORMATION ABOUT HIV/AIDS IN THE POST TRUTH ERA:

HAYVEE SOCIAL CAMPAIGN

Charisma Asri Fitrananda, Jenny Ratna Suminar, Yanti Setianti, Yustikasari

¹ Department of Communication, student of Universitas Padjadjaran, lecturer of Universitas Pasundan,

^{2,3,4} Department of Communication Universitas Padjadjaran

[Email: charisma19001@mail.unpad.ac.id](mailto:charisma19001@mail.unpad.ac.id)

Abstract

In the “post truth era”, where most of people has access to the internet and not only uses to find information, but to create and share their own content about health-related issues. Information about HIV/Aids has become a widespread issue that is taboo to talk about in society, especially Indonesia. HayVee was born as a social community that focuses on providing education and also discussing issues related to HIV/AIDS in Indonesia through various social media platforms. The purpose of this study is to analyze millennial perceptions of HIV/Aids after participating in the social campaign conducted by Hayvee on social media. This study uses a quantitative approach and path analysis techniques with 95 samples. Our research got results: (1) the most important part to share information about social campaign conducted by HayVee is credibility of communicators, (2) The content of the campaign message consists of message content and message structure, (3) best approaches to transmit the messages in this covid pandemic is using social media. Based on the results of the analysis, it was found that there was an impact of social campaign variables on the perception of followers of the @HayveeID Instagram account regarding the transmission of HIV/Aids. We propose a long-term approach to overcome millennials doubts about the basic information, health-related issues and critical thinking in this post truth era by using various communication channels.

Keyword: post truth era, social campaign, virtual community

INTRODUCTION

Before the Covid-19 pandemic, HIV/Aids epidemic has become a global emergency. The Ministry of Health conducts a survey through the HIV/Aids information system or commonly called SIHA, which resulted Indonesia being ranked fifth as the country most at risk of HIV/AIDS transmission. The data obtained from SIHA which we accessed in March 2021 shows that in terms of age group, the percentage of survivors is high in productive age, namely in the years of birth from 1980 to 2000 or commonly called the millennial generation. This can happen because education about HIV/AIDS conducted by the government has not reached the public,

especially millennials who spend more time surfing in cyberspace. Moreover, in this post-truth era where the information cycle moves very quickly, there are conditions in which almost anyone can produce, consume and distribute information. This creates a situation known as an infodemic.

Nowadays, in the “post truth era”, where every considerable part of the population has access to the internet and not only uses to find information about health-related issues, but to create and share their own content (Arede et al., 2019). Reported from Antara News, the Director General of Information and Public Communication of the Ministry of Communication and Information, Prof. Widodo Muktiyo said this condition resulted in the dynamics of public communication experiencing competition to seize the truth in the public's mind. Including the existence of public trust only in their group. Meanwhile, what is done by the government is massive in the conventional way. It can be seen that the social media accounts of the Aids Prevention Commission (KPA) are not very active in providing information about HIV/AIDS.

With this infodemic situation, information about health is a problem that has the potential to become a hoax because this information is sought after by the public. The Indonesian Journalists Association confirmed that the most widely circulated hoaxes were health information (Hasan, 2017). People often spread hoaxes unintentionally and consider this information to be conveyed immediately because it may be useful for others. This condition is one of the causes of the rapid spread of hoaxes through social media (Suminar & Hadisiwi, 2021).

The reality in the field, have shown that adolescent has received inadequate information on reproductive health. Some of the adolescents have not considered yet the importance of reproductive health because the parents find that reproductive education is still a taboo to discuss. On the other hand, there is a tendency for adolescents to guard against the talk about reproductive health. This tendency creates a gap that later is covered by turning to social media, through Facebook, websites, and twitter to obtain information (Setianti et al., 2017).

In a previous study about social media, we found that social media has implications for every health communication activity, such as social media use in the United States: implications for health communication (Chou et al., 2009); systematic review of the uses, benefits, and limitations of social media for health communication (Moorhead et al., 2013); social media engagement and public health communication: implications for public health organizations being truly "social" (Heldman MPH et al., 2013); harnessing social media for health promotion and behavior change (Korda & Itani, 2013); social media is an effective and efficient communication medium and has an important role as an agent of change (Nurfalah & Wihayati, 2019); and use of social media in health communication, findings from the health information (Huo et al., 2019).

There are several studies on social campaigns regarding HIV/Aids, such as MTV'S "Staying Alive" global campaign promoted interpersonal communication about HIV and positive beliefs about hiv prevention (Geary et al., 2007); thinking about "Think Again" in Canada: Assessing a social marketing HIV/AIDS prevention campaign (Lombardo & Léger, 2007); reflections on evaluating health communication campaigns (S. Noar et al., 2009); a 10-year systematic review of HIV/AIDS mass communication campaigns (S. M. Noar et al., 2009); effectiveness of mass media interventions for HIV prevention (LaCroix et al., 2014); and the use of social marketing campaigns to increase HIV testing uptake (Olawepo et al., 2019).

However, from the multisources we found from various countries, social campaigns can prevent HIV transmission by providing education to the right audience. In previous article, they're explores the growing abundance of misinformation in the public especially about health information, how it influences people, and how to counter it. We see how misinformation can have an adverse impact on society, for example by lack of health information provided by parents to their children because they consider it taboo.

Therefore, HayVee was born as a social community that focuses on providing education and also discussing issues related to HIV/AIDS in Indonesia through various platforms such as Line, Twitter, Facebook, Instagram and also the Official Website. Those who are in their productive age are very vulnerable to all risks of HIV/AIDS transmission, such as through unsafe sex and also sharing needles. To reduce the number of people infected with HIV, the first step taken by HayVee is to provide education through social media with several program that can interact directly with people living with HIV/AIDS (PLWHA).

The initiator of HayVee is a social media influencer who suffers from HIV/Aids disease and has a concern for the community, millennials in particular to increase awareness about HIV/Aids. The programs created by HayVee through social media are divided into three programs, namely: HayTwit, PLWHA can share their experiences related to HIV/Aids issues and followers can directly conduct discussions or ask questions through the Twitter platform @HayVeeID; HayTrip, an offline event that is packaged in the form of an edu-trip with friends of PLWHA and not PLWHA to visit a city that has forums such as Non-Governmental Organizations (NGOs) engaged in HIV/AIDS prevention; and HayTalk which contains podcasts containing talk shows, interviews, discussions and questions and answers from PLWHA.

HayVee was formed with the aim of providing information about HIV/Aids to millennials through social media, this was realized by conducting a social campaign Fight Stigma with Facts. So far, the government has not been effective in socializing the risks of HIV/Aids to children and adolescents because the approach taken is too rigid and does not attract young people. Content from social media owned by the HayVee HIV/Aids platform includes providing information about the life experiences of PLWHA, building relationships with partners who are not PLWHA, treatment they are undergoing, symptoms of illness to risk factors to followers of each informant's social media account.

Given that HIV/AIDS is considered a disease for which there is no cure, and people think about the disease as a result of deviant actions, such as free sex, drug use and so on, society imposes social sanctions on the sufferer and his family. Therefore, people will distance themselves from association with people with HIV/AIDS, this assumption has the belief that HIV/AIDS is a reward for bad behavior related to moral rules, especially in Asian cultures such as Indonesia.

This is partly due to the still strong public view of HIV/AIDS, which is a sexually transmitted disease and has a negative stigma in Indonesian culture. When we talk about this disease, it usually causes an emotional reaction that is closely related to the state of morality. Those who contract this disease are considered dirty, immoral and sinful. It is this negative assessment that causes sufferers to be ashamed to go for treatment so they tend to hide their illness, so that it will be dangerous for the wider community.

PLWHA face not only physical problems, but also psychosocial problems related to chronic illness. Research shows that there are three adjustment challenges that PLWHA must face, namely: dealing with

problems related to the social environment's reaction to diseases with negative stigma, dealing with the possibility that death can come at any time and developing strategies to maintain physical and emotional health.

This fear and negative stigma are external causes that cause social problems for PLWHA. In addition to external causes, physical and psychological problems experienced by PLWHA also cause changes in the social relations of PLWHA. Generating self-confidence by motivating oneself is not an easy thing, let alone raising the confidence of others. It is not easy for people living with HIV to build confidence in themselves and the community in themselves.

One thing the community can do is participate by using social media such as twitter, facebook and youtube. By using social media, it is hoped that PLWHA can rebuild their confidence in their immediate environment, such as their family in particular, and there will be a change in the public's view of themselves. Information obtained by a person or group of people can shape or determine the behavior of a person or group of people. New information often shapes behavior, if there is a match with existing behavior. According to Saifuddin Azwar, persuasion is an effort to change individual behavior by including ideas, thoughts, opinions and even new facts through communication messages, messages are conveyed intentionally intended to cause contradictions and inconsistencies between them. components of individual attitudes or between attitudes and behavior so as to disrupt the stability of attitudes and open up opportunities for the desired change (Azwar, 2000).

Perception is the experience of objects, events or relationships obtained by inferring information and interpreting messages. Perception is giving meaning to sensory stimuli. The relationship between sensation and perception is clear, where sensation is part of perception. However, interpreting the meaning of sensory information involves not only sensation, but also attention, expectation, motivation and memory (Rakhmat, 2018).

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Stimulus is considered because it has prominent characteristics such as movement, stimulus intensity, novelty and repetition. In this study, we see that external factors that attract attention to each content of the social campaign Fight Stigma with Facts conducted by HayVee can shape the perception of their followers. Humans are visually attracted to moving objects, HayVee makes some of his posts into interesting audio-visual forms in providing information about the stigma of PLWHA.

In addition, novelty such as things that are new, extraordinary and different will attract the attention of followers. HayVee continues to follow the ongoing trend to make related to its followers. Without new things, the stimulus becomes monotonous, boring and unattractive. Finally, the social campaign is repeated simultaneously with different content but the same theme, namely Fight Stigma with Fact to strengthen the perception of @HayveeID followers.

METHOD

This study uses a quantitative approach with a survey method, the study was conducted by taking a sample of the observed population. Descriptive research was chosen to obtain exploratory data on the activities and perceptions of @HayveeID social media followers regarding HIV/AIDS information circulating in cyberspace. In this case, the questionnaire is used as the main instrument for collecting research data (Nazir, 2007).

The population of this study are followers of the @HayveeID social media account. Which means that the population of the study is all followers of social media accounts, while the sample is followers who fill out the questionnaire. The data that the researcher got from social media account @HayveeID that has 13.600 followers. By using the Simple Random Sampling formula, the researcher got a response of 95 followers and the survey was conducted online through the google form.

In analyzing and interpreting the data, the authors use the inductive analysis method for quantitative variables, this research aims to find out how respondents respond to the choice of questions posed through structural models, especially in terms of path analysis. Statistical method of Path Analysis can be used if the researcher wants to know the causal relationship with the aim of separating the direct effect of a causal variable on the effect variable. In this study, Path Analysis was used because the researcher wanted to find out whether there was an influence between social campaigns on the perception of followers of the @HayveeID social media account about HIV/Aids and wanted to know how big the influence was.

In this study, the authors used campaign management concept and perception theory. We used path analysis with 3 (three) independent variables taken from campaign management concept which contains Communicator Credibility (X1), Message content (X2), and Campaign Channel/Media (X3) and one dependent variable is the perception of followers of the @HayveeID about HIV/Aids (Y). Then proceed with preparing data pairs from the independent and dependent variables from all research samples for hypothesis testing. Data analysis is usually aimed at testing hypotheses proposed through structural models. To determine the degree of relationship between independent and related variables, the Spearman Rank correlation coefficient test was used.

RESULTS AND DISCUSSION

The results of the study show that the information exposure made by HayVee through Instagram has contributed positively and significantly to the millennial generation's perception of HIV/Aids on social campaign Fight Stigma with Facts. The research information presented by the @HayveeID Instagram account is considered successful in influencing the perceptions of its followers. It can be seen in the structure of the X to Y variables, how much influence the campaign variable has on the perception variable. The analytical method used is Path Analysis. The results of Path Analysis are explained as follows:

Table 1: Multiple Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.933 ^a	.870	.161	3.02847
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The table above shows the coefficient of determination (R²) of 0.870 which means that 87.0% of the variability of perceptions of Followers Instagram Account @Hayvee Regarding social campaign Fight Stigma with Facts can be explained by the independent variable in this case social campaigns, which can also be interpreted that there is an influence of social campaigns on perceptions Followers Instagram account @Hayvee regarding social campaign Fight Stigma with Facts, the coefficient of determination (R² = 87.0%) or 87.0% can also mean that the influence of variables outside the model is $\square_{y\hat{y}} = 1 - R^2 = 0.13$ (error).

Based on the results of the influence contribution test analysis, it shows that the social campaign variable that influences the perception of followers of the @Hayvee Instagram account regarding social campaign Fight Stigma with Facts is 0.870 or 0.870%. Social campaigns which consist of sub-variables of communicator credibility (X1), content of campaign messages (X2) and campaign channels (X3) have a strong enough effect on the perception of followers of the @Hayvee Instagram account regarding HIV/Aids transmission which consists of sub-variables of attention, perception and appreciation. While the rest of 13.0% is influenced by other variables not examined in this study.

This is related to researcher in using the conceptual campaign management in order to understand the phenomenon of the campaign not only from the stages of its activities, but also from the interactions between the components contained in it. The Campaign Componential Model, for example, takes the main components contained in a process of sending and receiving campaign messages. The elements of campaign management include: campaign sources, channels, messages, campaign recipients, effects and feedback. These elements must be viewed as a unit that describes the dynamics of the campaign process. (Venus, 2018)

The Campaign Componential Model can be easily identified using a transmission approach rather than an interaction approach. The underlying reason is that the campaign is a communication activity that is planned, purposive and opens up opportunities for exchanging information with the public. More than that, the campaign is a persuasive activity where the source (campaigner) is actively trying to influence the recipient (campaignee) who is in a passive position. Because of this difference, the process of exchanging messages during the campaign is very limited.

In this research, it is illustrated that the source as campaign makers, HayVee community, has a dominant role. With the ability to process creative messages and be able to actively construct messages aimed at creating change in the millennial generation, especially @HayveeID followers as campaign receivers. These messages are conveyed through various social media, such as Instagram, Twitter, Facebook and YouTube.

When the messages are received by the audience, it is hoped that a change will appear in millennials. The impact that occurs on the audience can be identified from the feedback received by the source, namely HayVee. Feedback for campaign effectiveness can come from the message itself, the channel used or the recipient's response. Information about HIV transmission in the Fight Stigma with Facts campaign will change millennial views simultaneously. This is because the audience who pays attention to the content of the social

campaign will then change their attitude towards their views on PLWHA. Finally, it can be said that the entire campaign process is inseparable from noise.

Findings in the field that have been collected by researchers through campaign and perception instruments that are adapted to the conditions of the post truth era to make the millennial generation actively use social media. Researchers take three aspects that are considered quite influential in changing millennial perceptions of an issue, namely communicator credibility, content of campaign messages and campaign channels (Venus, 2018).

Table 2: Recapitulation of the Effect of X1, X2 and X3 on Y

No	Path	Direct and indirect influence (%)	Cumulative
1	□YX1	57,0	57,0
2	□YX2	10,5	67,5
3	□YX3	19,5	87,0
Effect of Other Variables			13,0
Total Influence			100.00

Source: Processed Research Results Data, 2021

The data above shows that the credibility of the communicator has the greatest influence on the perception of followers of the @HayveeID Instagram account regarding the social campaign Fight Stigma with Facts, followed by the campaign channel which has a strong influence on the social campaign variable. While the smallest variable effect on performance is the content of the campaign message.

The results of data processing show that the credibility of the communicators owned by the campaigners affects the perception of followers of the @HayveeID Instagram account regarding the social campaign Fight Stigma with Facts by 0.571 or 57.1%. The credibility of the communicator consists of indicators like trustworthiness, expertise and attractiveness of each resource person in conveying messages regarding the transmission of HIV/Aids.

The communicators provided by HayVee on Instagram are quite diverse, such as doctors, activists to PLWHA who share their experiences of fighting against stigma. That way, followers will believe in the information provided in the Fight Stigma with Facts social campaign. Previous research conducted by Purnama showed that it was in accordance with the assumptions of the source theory, namely that a person would be easier to believe if the source himself had high abilities compared to being humble (Purnama et al., 2019).

For the results of data processing regarding the content of campaign messages, the effect on the perception of followers of the @Hayvee Instagram account about the transmission of HIV/Aids is 0.105 or 10.5%. The content of the campaign message consists of indicators of message content and message structure. Perception is functionally selective, that objects that meet individual goals in perceiving, for example the influence of needs, mental readiness, emotional atmosphere and cultural background. In this study, not all followers were new to HIV/Aids information, some of them had good knowledge such as PLWHA, doctors or

health activists. So they consider the Fight Stigma with Aids social campaign to be a campaign that does not change their perception.

Finally, the results of data processing show that the campaign channel has an effect on the perception of followers of the @Hayvee Instagram account regarding the transmission of HIV/Aids by 0.195 or 19.5%. This campaign channel consists of social media indicators used for campaigns such as Instagram, YouTube, Twitter and Facebook.

CONCLUSION

This study provides an overview of how difficult it is for millennials in Indonesia to get education about the stigma of HIV/Aids. Once they have obtained the source of the information, what makes them believe the information? With this research, it can be seen that the millennial generation still has trust the health information provided by HayVee because of the credibility of the communicator. Credibility of communicator become a determining factor that affect perceptions millennial, because the communicators are quite diverse, such as doctors, activists to PLWHA who share their experiences of fighting against stigma. That way, followers have a positive perception of the information provided in the Fight Stigma with Facts social campaign.

LIMITATION AND STUDY FORWARD

This research only describes what makes millennials trust information about health, especially HIV/Aids that circulating on social media. Social campaigns provided by virtual communities such as HayVee need to be expanded to increase public understanding of stigma, taboo and social values regarding HIV/Aids. Further research will be urgently needed on health studies.

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