



CHARACTERISTICS OF YOUTUBE CONTENT RELATED TO THE PREVENTION OF HIV/AIDS TRANSMISSION

*(Analysis Content YouTube in The Prevention Risk of HIV/AIDS Spreading in
Indonesia During The Covid 19 Pandemic)*

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Article details:

Received: 31th March 2021

Accepted: 15th March 2021

Published: 28th March 2021



Abstract

One aspect of health at the end of the 20th century which was a disaster for humans was the emergence of a disease caused by a virus, namely the Human Immunodeficiency Virus (HIV) which can cause Acquired Immune Deficiency Syndrome (AIDS). One of the social media that is currently being controlled is YouTube.

This research was conducted by analyzing YouTube content accessed from December 2020 to January 2021. This research uses a quantitative approach with a correlational analysis design. The independent variable in this study is the characteristic of YouTube content related to the prevention of HIV / AIDS transmission. The dependent variable in this study are YouTube content and audience responses. This study used 100 video samples with the Lemeshow formula calculation. The instrument used in this study was the observation sheet. In this study, the bivariate analysis used the Chi-Square statistical test. The results of this study obtained a p-value of 0.008 <0.05, which means that there is a relationship between the characteristics of YouTube content and audience responses.

Keywords: *AIDS, HIV, Social Media, Video, YouTube*

To cite this article :

Siwi Niko Wisudawati, Zahroh Shaluhiah, S. P. J. (2021). Characteristics Of Youtube Content Related To The Prevention Of Hiv/Aids Transmission (Analysis Content YouTube in The Prevention Risk of HIV/AIDS Spreading in Indonesia During The Covid 19 Pandemic). *International Journal of Health, Education and Social (IJHES)*, 4(4), 1–9.



Introduction

The problem of HIV / AIDS has now been a world concern. This disease is a health problem that needs serious treatment. This is because there is still no cure for this disease and the rate of development of cases globally continues to increase. Data from the United Nations Program on HIV / AIDS (UNAIDS) at the end of 2014 estimated that 2 million new cases of adolescents were infected with HIV and 1.2 million adolescents died from complications of AIDS. In addition, in terms of social problems, this disease has an impact and constraints in the development of a country because this disease also attacks adolescents which causes delays in national economic growth (Aryani, 2010).

Several studies stated that the causes of HIV / AIDS transmission were mostly in the cluster of free sex behavior. Sigmond Freud said that one of the impacts of casual sex is sexually transmitted diseases such as HIV / AIDS. HIV / AIDS is a retrovirus that infects cells in the immune system, and destroys or damages the function of these cells. According to Gani, Istiaji, Kusuma (2017), during an infection, the immune system becomes weak and people become more susceptible to infection. HIV / AIDS is transmitted through unprotected sexual contact with sufferers, contaminated blood transfusion, use of contaminated needles and between mother and her baby during pregnancy, childbirth and breastfeeding period.

Based on data from the Director General of P2PL, Minister of Health in 2018, the cumulative number of adolescents living with HIV / AIDS is still considered a very large and worrying number, therefore it is necessary to immediately take serious countermeasures by both the government and the community. The Indonesian Minister of Health has made efforts to prevent and control HIV / AIDS by issuing the Minister of Health Regulation Number 21 of 2013 concerning HIV / AIDS Control.

The spread of HIV / AIDS can be controlled or minimized by means of health promotion among vulnerable groups (Michael and Haenlein, 2010). It is considered that the era of globalization has had a quite real influence in society, especially among adolescents. In addition, with the globalization of information from all over the world that can be accessed quickly and easily. Many teenagers do not know what and how they can get lessons and knowledge about sex problems. Hans said that many sexually transmitted diseases originated from a lack of knowledge (Sugiarto, Shaluhiah, Widjanarko, 2010).

The high proportion of HIV cases will have an impact on national economic stability, because individuals living with HIV/AIDS (PLWHA) themselves are not working effectively and from a business perspective there is a decrease in profits and productivity due to job losses. people with HIV/AIDS families will be burdened in terms of time and medical costs, thus limiting their work activities and indirectly resulting in increased poverty.

Several studies have shown that it is possible for adolescents to have serious risky sexual behavior during premarital sexual intercourse. Adolescents have low knowledge about HIV/AIDS, unable to interpret or explain more deeply about the information they have previously received. Adolescents rarely get information or counseling about HIV/AIDS in the



form of HIV/AIDS seminars, so that their knowledge about HIV/AIDS is only limited to general knowledge (Wang, Singhal, 2016).

To reduce the risk of getting HIV / AIDS, it is necessary to carry out health promotion related to health, to facilitate the occurrence of healthy behavior in them. One of the social media that is being controlled today is YouTube (Michael and Haenlein, 2010). Based on the CNN Indonesia.com site, currently there are more than 500 million adolescents prefer to watch streaming videos on the YouTube service, YouTube social media users have more than doubled over the past 2 years. According to the results of the WeAreSocial.net and Hootsuite surveys, YouTube is the social media platform with the largest number of users. They are aged 18-24 years as much as 59 percent, aged 25-34 years 30 percent, and those aged 35-44 years 11 percent (Nisrina, 2015).

YouTube is one of Social Media plays a role in supporting HIV / AIDS health promotion by health promotion actors in delivering health messages, providing or increasing knowledge and attitudes about HIV / AIDS health or transforming HIV / AIDS health behavior towards targets (Michael, Haelein, 2010). YouTube social media has great potential in promoting HIV / AIDS health and it is easier to hit targets at every level. This is because YouTube makes it easy to access information through its features and content. People can stream YouTube at any time (Nasrullah, Rulli, 2014).

In the current pandemic era, Covid 19, of course, it is not allowed to hold gatherings or meetings which are usually held for one of the health promotion efforts. The maximum use of social media is the right breakthrough for health education and promotion at this time. So during this pandemic, researchers intend to analyze YouTube content in the prevention of HIV / AIDS transmission in Indonesia.

Methods

This study uses a quantitative approach with a correlational analysis design. Correlational analysis aims to examine the extent to which variations in one factor are related to other factors. This method also aims to determine the strength or direction of the relationship between two variables and the magnitude of the influence caused by one variable on the other variable.

The population in this study were all video content uploaded on the YouTube platform in 2020 which contained messages about preventing HIV / AIDS transmission. In this study, the researcher faced a case where the total population was unknown (difficult to know with certainty), so the sampling technique used was a non-probability sampling approach with accidental sampling technique, namely the sampling technique based on coincidence in one place of research, namely video content happened to be found and considered the video content that happened to be found suitable as a source of data. The number of samples used in this study was determined using the Lemeshow formula (1997) and the results obtained were 100 video samples.

The independent variable in this study is the characteristics of YouTube content related to the prevention of HIV / AIDS transmission. While the dependent variable in this study are the



content of YouTube content and audience response. The result collection technique used in this research is observation technique. The observation process in this study, the researcher searched for video content uploaded on the YouTube platform containing messages about HIV / AIDS prevention. Result analysis in this study was started from univariate analysis which was used to explain or describe the characteristics of each research variable. Furthermore, a bivariate analysis was carried out on two variables which were thought to be related or correlated. The univariate analysis in this study consisted of the characteristics of YouTube content (upload time, video packaging, video duration, and storyline). In this study, the bivariate analysis used the Chi-Square statistical test.

Results (or Results and Discussion)

Characteristics of YouTube Content

Based on the 100 videos that were used as research samples, information was obtained about the characteristics of the research data. It can be seen that the majority of YouTube channel owners that contain material to prevent HIV / AIDS transmission are private as much as 48%. This shows that the audience's interest in individuals who have influence (influencers) is more significant than from a private company to non-governmental organizations (NGOs). The description of the characteristics of the data in this study in more detail can be seen in the following explanation:

Number	Ownership Status	Total	Percentage
1	Private Companies	8	8%
2	Educational Institution	12	12%
3	Health Cadre	14	14%
4	Non-governmental Organization	18	18%
5	Individual	48	48%
Total		100	100%

Analysis of the Relationship between YouTube Content Characteristics and YouTube Content

YouTube Content Characteristics	The YouTube Content		Total	P value
	Unfavourable	Favourable		
Unfavourable	0	9	9	0,521
Favourable	4	87	91	
Total	4	96	100	



Based on the table above, it is showed that there are 87 videos with good YouTube content characteristics derived from favourable content. There are 9 videos with YouTube content characteristics in the bad category coming from good content and the remaining 4 videos with YouTube content characteristics in the good category come from poor content. It is known that the p-value is $0.521 > 0.05$, which means that there is no relationship between the characteristics of YouTube content.

Analysis of the Relationship between YouTube Content Characteristics and Audience Response

YouTube Content Characteristics	Audience Response		Total	<i>P value</i>
	Unfavourable	Favourable		
Unfavourable	2	7	9	0,008
Favourable	19	72	91	
Total	21	79	100	

The table above shows that there are 72 videos with YouTube content characteristics in good categories that generate good audience response. There are 19 videos with YouTube content characteristics in good categories resulting in poor audience response. There are 7 videos with the characteristics of YouTube content in the unfavorable category resulting in a good audience response, and the remaining 2 videos with the characteristics of YouTube content in the unfavorable category resulted in poor audience response as well. It is known that the p-value is $0.008 < 0.05$, which means that there is a relationship between the characteristics of YouTube content and audience response.

Discussion

Characteristic of YouTube Content

The characteristic of the video packaging is observed from each video uploaded by the YouTube channel from the beginning to the end of the video. As many as 74 videos are known to use dialogue, prologues, and narrative that are personally explaining, accompanied by data and expert views, while the remaining 26 videos use animation or CGI engineering in video packaging. The audience will be more interested in the presentation in the form of dialogue, prologue, and narrative. This will also have an impact on the efficiency and effectiveness of health promotion (Wicaksono, 2017).

The characteristic duration of the video is seen from each video uploaded by the YouTube channel and from the identity of the video upload, then the average is taken based on the accumulation overall duration rounded in minutes. The majority of the videos used as research



samples belong to the unfavorable category as much as 56%. This is known through the results of the total accumulated average duration of the video uploaded on the YouTube channel which has a value of 12 minutes. A total of 56 videos that were used as research samples were found to be uploaded to the YouTube channel having a duration of less than 12 minutes, while the remaining 44 videos were known to be uploaded to the YouTube channel having a duration of more than 12 minutes.

The characteristic of the storyline is observed from each video uploaded by the YouTube channel from the beginning to the end of the video. Through observations of each video of the research sample, it is known that as many as 74 videos start with content from the introduction of the narrator, data description, expert opinion, and end with an analytical study related to the prevention of HIV / AIDS transmission, while the remaining 26 videos are known to explain through the help of google voice which is carried out only through their own opinion.

Analysis of the Relationship between YouTube Content Characteristic and YouTube Content

Based on the results of the Chi-Square test, it is known that the p-value is $0.521 > 0.05$, which means that there is no relationship between the characteristic of YouTube content and the YouTube content related to the prevention of HIV / AIDS transmission. The correlation between the dimensions of each variable shows that there is no significant relationship between the two variables. As a health promotion media, YouTube is not fixated on content characteristics. This is because digital track records are thought to be more neatly archived than using other media (Murtiarini et al, 2019).

Efforts to promote health and HIV / AIDS prevention using YouTube are innovative breakthroughs that are inexpensive because they are easily accessible anywhere and anytime, and have very wide regional affordability. Disseminating health information is an important aspect that can lead to successful achievement of health development goals. This information dissemination or diffusion process is a strategic study in media and communication sciences because a successful diffusion process will be able to provide a significant multiplying effect (Megatsari, 2016).

The multiplying effect that occur when there is a correlation between health promotion and YouTube, are promotive and preventive. Health promotion at the promotive level is in groups of healthy people, with the aim that they are able to improve their health. The target of health promotion at the preventive level is not only for healthy people but also for groups at risk, for example pregnant women, smokers, sex workers, etc. with the aim of preventing these groups from getting sick (primary prevention).



Analysis of the Relationship between YouTube Content Characteristic and Audience Response

The relationship between the characteristic of YouTube content and audience response is known to obtain a p-value of $0.008 < 0.05$, which means that there is a relationship between the characteristic of YouTube content and audience response. Based on the characteristic of ownership status, the YouTube channel that is privately owned is the most preferred by viewers. If the results of this study are related to the Hypodermic Needle theory, it can be seen that the video carrier (host) acts like a syringe that influences the audience. According to this theory, there are several variables that make the message dissemination process influential. The variables are divided into three, namely communication variable, intermediate variable, and effects variable. Communication variable is related to communication elements such as communicators and messages.

The communicator in this case is the video carrier (host) as the owner of the YouTube channel. As a communicator, the video carrier (host) must have credibility, traction, and power. The video host (host) was judged by the audience as a person who could be trusted about the things he talked about, either just opinions or facts about HIV / AIDS prevention. Video hosts (hosts) are also experts at making videos that are attractive and good at editing video results so that viewers can enjoy them.

Based on the characteristic duration of the video, videos with a duration of less than 12 minutes are the most preferred videos. One of the contents of health information (message) is the quantity factor. The number refers to the time span used in seconds to minutes to create news, films, and so on. Formulating a striking message must pay attention to one of the conditions, in which the message must be conveyed clearly and explicitly, not vaguely. This means that the correct duration of time is needed so that the message is conveyed and is not interpreted as deviating from what is intended (Yanti, Dewi, Nurchayati, 2015).

The characteristics of the video regarding the length of the upload, the packaging, the story line, the types of comments, the number of likes, and the number of dislikes related to uploaded videos on the YouTube channel are integral in the availability of information that correlates with health promotion information (regarding comprehensive knowledge of HIV / AIDS). This can be explained that in making promotional media it is necessary to pay attention to communication components, one of which is the target of promotion. Information about what HIV / AIDS is, from its definition, symptoms, and mode of transmission so that it infects humans, is the information that the audience most wants to know. It is important that the message to prevent the transmission of HIV / AIDS is conveyed as a guide for the audience to be more able to adopt a safe and risk-free lifestyle, so that the development and spread of HIV / AIDS in Indonesia can be suppressed and reduced.

Broadly speaking, it can be seen based on the results of research that YouTube content plays a role in preventing HIV / AIDS transmission as a health promotion medium. The presence of YouTube, which is a basic requirement in enjoying cyberspace on the internet, can be taken into separate consideration as an opportunity for health promotion media. It is hoped that the use of



gadgets by the community is not only about social media, but can be used as additional material for partial or simultaneous information to prevent HIV / AIDS transmission.

Conclusion and Recommendation

The results showed that video packaging on YouTube channels is good for preventing HIV / AIDS transmission in adolescents by presenting hosts who have credibility, attractiveness and power so that viewers can enjoy and trust them. The effective time in presenting videos on YouTube channels related to the prevention of HIV / AIDS transmission to adolescents is in the duration range of 6-10 minutes. The time span for uploading videos on YouTube channels is good for the prevention of HIV / AIDS transmission in adolescents is <the last 2 years.

It is hoped that the results of this study will serve as an evaluation of the Program for Health promotion service program. As well as a reference to further improve youth-friendly services, so that the persons can access services comfortably and increase the utilization of youth services. The community health center is also expected to mobilize a health cadre program using YouTube as the media.



International Journal of Health, Education and Social (IJHES)



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