Literature Review: Utilization of Social Media as Education and Promotion Media of HIV in Adolescence

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ABSTRACT

The use of social media as a medium for HIV health education and promotion is an effective step to increase knowledge and change healthier adolescent behaviors amid the covid-19 pandemic. Social media is also taking place for interpersonal communication between adolescents in increasing social support and care. The purpose of this literature review is to describe an intervention that uses social media to educate and promote health about HIV disease among adolescents. Search for articles was conducted online and came from journal databases such as ScienceDirect, ProQuest, and EBSCO. With keywords, search smartphones for adolescents, HIV, social media. There were 20 articles obtained and 11 articles were analyzed through the suitability analysis of topics, research methods, samples, outputs, or the results of each article and the limitations of each article. Utilizing social media as a medium for education and promotion has effectiveness by being applied among adolescents and the existence of an online community that helps and supports increasing HIV knowledge among adolescents.

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INTRODUCTION

Human Immunodeficiency Virus is a dangerous RNA virus that attacks the human immune system or human immunity which in turn will cause Acquired Immune Deficiency Virus (AIDS) [1]. The highest percentage of HIV cases in Indonesia is in the age group 25-49 years of 65.5% in December 2019. Then, the percentage of young people aged 14-19 years is 2.9% or 1452 HIV cases [2].

HIV infection will affect the quality of life of patients, if there is no optimal treatment or prevention by healthy living behavior. Proper education and communication strategies will reduce the rate of HIV transmission and be able to prevent the increase of HIV cases in Indonesia. Efforts to reduce the risk of HIV and AIDS transmission among adolescents will occur if adolescents obtain adequate HIV prevention information [3].

Social media is a form of communication tool that is often used among teenagers in channeling all information such as youtube, whatsapp, facebook, Instagram, tik-tok. So that social media becomes one of the places in providing effective education through health promotion by utilizing social media to intervene adolescents in understanding HIV information [4,5].

Educational methods by providing information on HIV disease through the use of social media make it easier for adolescents to obtain information without being limited by space and time. In addition, adolescents can also communicate interpersonal with other adolescents in sharing information and improving social communication [6,7].

Through social media, teenagers can easily use various android applications to find new references or information they need. This is evidenced by the fact that the use of social
media among adolescents is more than 4 hours a day [7].

During the Covid-19 pandemic of course all activities were restricted such as meetings or meetings, avoid crowds and make the most of virtual meetings such as online-based school activities [8]. Of course, online-based utilization such as social media is more in line with the pandemic situation in the delivery of information and education. Modifying content or a more engaging way of delivery allows teens to be more interested or enthusiastic.

The use of social media among adolescents as a key for health workers in choosing health promotion intervention methods in improving knowledge and addressing HIV problems among adolescents. The use of social media is a solution in the midst of the covid-19 pandemic in intervening in HIV programs through education and promotion which is expected to have an impact on increasing knowledge and being able to contribute to reducing the number of HIV cases among adolescents.

The use of media among adolescents as the main key for health workers in choosing health promotion intervention methods in increasing knowledge and addressing HIV problems among adolescents.

**METHOD**

The method used in the literature review is done in a comprehensive and systematic way such as searching for articles in the database of research journals, analyzed and reviewed. Article search is done online and comes from journal databases such as Sciendirect, ProQuest, and EBSC. With keywords search smartphone for adolescent, HIV, social media,. 21 articles were obtained and 12 articles were analyzed through topic suitability analysis, research methods, samples and output or results of each article and the limitations of each article.

**RESULTS AND DISCUSSION**

In the literature review method, researchers analyze each article according to the suitability of the topic.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>title</th>
<th>Sample</th>
<th>Method</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ybarra, Michele L, et.all, 2016 [9]</td>
<td>Ethical Considerations in Recruiting Online and Implementing a Text Messaging Based HIV Prevention Program With Gay, bisexual, and Queer Adolescent Males</td>
<td>Partisipan diambil usia 14-18 tahun laki atau perempuan dengan identitas gender gay, bisexual, dan queer.</td>
<td>Studies Literature review</td>
<td>Social media can be used to develop material interventions and methods of promoting HIV testing through contributing context creative</td>
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<tr>
<td>Tso, Lai Sze, et.all, 2016 [5]</td>
<td>Social media intervention to prevent HIV: a review of interventions and methodological considerations</td>
<td></td>
<td>Studies literature review</td>
<td>Social media can be used to develop material interventions and methods of promoting HIV testing through contributing context creative</td>
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<tr>
<td>Aharonovich, Efrat, et.all, 2017 [10]</td>
<td>HealthCall delivered via smartphone to reduce co-occurring drug and alcohol use in HIV-infected</td>
<td>47, MI (n=24) and MI+HealthCall (n=23)</td>
<td>Studies experiment consort</td>
<td>Level of engagement use of HealthCall-S is 95% of 60 days</td>
</tr>
<tr>
<td>Authors</td>
<td>Study Title</td>
<td>Sample Size</td>
<td>Method</td>
<td>Observation</td>
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<tr>
<td>Anand, Tarandeep, et al.</td>
<td>Implementation of an online HIV prevention and treatment cascade in Thai men who have sex with men and transgender women using Adam’s Love Electronic Health Record system.</td>
<td>189 sample (LSL and Transgender)</td>
<td>Studies analysis</td>
<td>- Long media usage social more than 8 hours per days (P &lt;0.001)</td>
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<td></td>
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<td>Statistics by analysis</td>
<td>- Ease of understanding information online (4.58 SD = 0.47) and access post-counsel summary summary test (4.37, SD = 0.70)</td>
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<td></td>
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<td>Stata 14</td>
<td>- Delivery model innovative services online and offline supported EHR secure to be accessed and integrated with the model service delivery innovative that helps in improving client involvement in health matters and reduce barriers in the prevention model and care conventional.</td>
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<td>Bussone, Adrian, Simone Stumpf, and Stephanie Wilson, 2017 [12]</td>
<td>The use of online forums by people living with HIV for help in understanding personal health information</td>
<td>200 threads contains 2455 messages posted by 399 users</td>
<td>Studies analysis thematic</td>
<td>91.7% of messages are support that information answer the question about information health. That thing shows that community present for facilitate understanding and knowledge with give advice, alternatives and information.</td>
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<td>Jacomet, C., et al., 2020 [14]</td>
<td>E-health. Patterns of use and perceived benefits and barriers among people living with HIV and their physicians. Part 1: Information retrieval on the internet and social networks</td>
<td>255 who agreed to follow survey</td>
<td>Survey Observation multisenter online</td>
<td>48% sought information health on the internet states that has changing the way of caring health or well-being after find information and guidance in onlin</td>
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<td>Davies, Susan L., et al., 2020 [15]</td>
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<td>2987 sample</td>
<td>Cluster randomized</td>
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<tr>
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<td>Method</td>
<td>Results</td>
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<td>City health II - using entertainment education and social media to reduce HIV among emerging adults: A protocol Paper for the beat HIVe project</td>
<td>2987 sample</td>
<td>Cluster randomized controlled trial</td>
<td>Educational Application by method entertainment with that character pleasant and connected with HIV prevention content aims to reduce sexual risk behavior and improve preventive behavior.</td>
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<td>Ranjit, Yerina R., et.al, 2020 [17]</td>
<td>Online HIV information seeking and pre-exposure prophylaxis awareness among people who use drugs</td>
<td>400 HIV Negative PWUD (people who use drugs)</td>
<td>Studies Cross sectional</td>
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HIV is a disease that attacks the human immune system and can lead to seriousness that can lead to AIDS. Understanding the information about HIV in contributing to the prevention of HIV infection requires the presence of media that can channel HIV health information, one of which is the use of social media (online-based).

Social media as a communication tool in providing technology-based information. The use of social media is proven to be long or the duration of use is more than 8 hours. This explains that social media plays an important role in human life. The ease of accessing social media makes information easy to obtain and easy to understand.

Effectiveness in accessing HIV content through social media is with the support of external or external people who help in answering all questions about information and provide alternatives around HIV information. In addition, the presence of interpersonal communication in groups or online communities among friends helps in increasing concern among fellow users, improving knowledge, learning skills together and reducing the stigma of HIV.

The presence of counseling guidance in a community or group helps adolescents to reduce miscommunication in understanding educational and promotional materials related to HIV. Counselors play an important role in the group or online community in coordinating information so that the information is correct. In addition, the role of counselor or counselor in the community is to create a pleasant online discussion environment so that there is a change in the way of thinking and a change in the behavior of healthier teenagers.

Educating and promoting HIV disease includes emphasizing how to prevent HIV by applying entertaining methods through creative content such as through videos, interesting posters. So that it is easy to understand and easily accessible through the internet and can be discussed again in groups or online communities using social media platforms.
Mobile phones (smartphones) as a tool to communicate easily or portable can be carried anywhere and not limited by space and time. Mobile phones provide free space for teenagers to use these communication tools. The online approach proves to be very easy to find all the information especially HIV health issues. To be able to access it must of course be supported by the presence of a smartphone.

Intervention with education and health promotion amid the covid-19 pandemic becomes a challenge for health workers or related parties who will provide HIV-related program interventions. However, with the availability of social media as an appropriate and effective step in implementing programs to increase knowledge and change the health behavior of adolescents who are healthier. Online platforms such as social media are widely used by adolescents as communication media, through this social media approach that can be done at home as part of avoiding crowds and preventing the spread of covid-19. Therefore, the use of social media among adolescents is considered appropriate for education and health promotion related to HIV which of course there are modifications of interesting content to increase the enthusiasm of adolescents in order to be actively involved in understanding HIV information.

CONCLUSIONS

Utilizing social media as a container in educating and promoting HIV health is an appropriate step to increase knowledge or understanding, and be able to contribute to reducing the number of HIV cases among adolescents and need external support or from the online community to help provide information and as a place of interpersonal communication. The use of social media among adolescents has a high level of intensity of use that is more than 8 hours so the target of appropriate intervention is done with an online approach through social media.

Health workers or related parties to conduct HIV interventions among adolescents can use social media as an effective communication tool by providing creative content or material to attract adolescents.

REFERENCES


