

BEHAVIOR CHANGE COMMUNICATION (BCC) CAMPAIGN MANAGEMENT THROUGH NEW MEDIA FOR FIELD OFFICER OF IGAMA AND WAMARAPA HIV/AIDS PREVENTION PROGRAM IN MALANG

Maya Diah Nirwana¹, Yuyun Agus Riani², Sri Handayani³

^{1,2,3} Faculty of Social and Political Science, University of Brawjaya
Email: ¹maya_diah@ub.ac.id, ²yuyunriani@ub.ac.id, ³sri.handayani@ub.ac.id

Abstract

Methods and communication strategy are needed in order to form the safe attitude and behavior of the HIV/AIDS (Human Immunodeficiency Virus-Acquired Immunodeficiency Syndrome) prevention target group, of which the character, situation, and condition of the target group have become an important attention and consideration for Field Officer for the effectiveness of activity. BCC is a communication tools on behavior change that is developed on HIV/AIDS prevention program. The FGD of the consultant team with field officer shows that almost all the Field Officers of the institutions in implementing HIV/AIDS prevention programs, have not been fully able to produce and utilize BCC campaign media due to skill constraints. This paper provides an understanding on how to produce the right online media, as well as to utilize communication technology which is affordable and easy in supporting Field Officer's role and function on the prevention of HIV/AIDS. In addition to producing BCC campaign media, this activity also carries out facilitation in the form of counseling and monitoring the activity's result process. Ikatan Gay Malang (IGAMA) dan Waria Malang Raya Peduli AIDS (WAMARAPA) have become partners in this community development activity. After training and mentoring, the Field Officers are expected to be able to utilize new media, especially Facebook, WA (WhatsApp), and BBM (BlackBerry Messenger) to conduct BCC campaign of HIV/AIDS prevention based on netiquette.

Keywords: Campaign, BCC, New Media, HIV/AIDS

1. INTRODUCTION

HIV/AIDS is currently becoming a world issue, countries pay special attention to its prevention and treatment programs. HIV/AIDS is categorized as priority health issue as this virus has a characteristic of difficult to be visually detected, but can be prevented with specific patterns of behavior. In Indonesia, the first HIV/AIDS case emerged on 1987 and had been cast up as many as 23.632 cases up to March 2009. Meanwhile, the Health Ministry claimed that in 2012, 21.511 cases of people with HIV were found, and AIDS as many as 5686 people (Detik.com, 2013). Last year in 2013, it was increased by 25% (Merdeka.com, February 5, 2013).

Regions in Indonesia which are at high risk for the spread of HIV/AIDS are West Java with 3.213 cases, of which before Papua became the most vulnerable province of HIV/AIDS cases.

The data shows that HIV/AIDS cases in Jakarta are 2.810, 2.753 cases in East Java, then Papua comes in the fourth with 2.605 cases.

While in East Java, according to the Department of Health, in 2008 there were 1.587 cases recorded¹, and the following year in 2009 were increased up to 2.652 cases, more specifically to the area of Malang, there were 1.035 cases in 2009. Meanwhile, men are more exposed to this lethal virus or 74.5% of them, whereas women are only about 25%². These are all cases which were recorded and reported by the Directorate General of Disease Control and Environmental Control, Department of Health Republic of Indonesia.

Thus, it is clearly visible through the forementioned data description that HIV/AIDS has becoming a threat and this should receive special attention for all parties to join the campaign for the prevention of transmission process. HIV/AIDS virus attacks the human immune system, can be transmitted in several

¹ Voice Human Rights

² Department of Health Malang, 2009

ways, among which are sexual encounter (homosexual and heterosexual)³, breast milk (ASI), and the use of used syringes, and especially the most possible contracted group is not only the high-risk group (Resti), but anyone can also potentially be infected.

To this date, the parties who pay attention to HIV/AIDS prevention other than the Government and Non-Governmental Organization (NGO), are overseas institutions, such as the Global Fund, Partnership Fund, USAID (United State Agency for International Development) AusAID (Australian Agency for International Development), and the United Nations. However, from the results of sharing with several HIV/AIDS prevention programs Field Officer in Malang, indicating that the results of prevention programs that have been conducted since 2003 have not yet reached the maximum result, to HIV/AIDS is closely linked to the individual's behavior patterns, which in other words, personal susceptibility to this virus should be avoided by practicing safe behavior.

Based on the interview with Mr Mainul Sofyan 4as a CBO consultant RTI-USAID institution in East Java, he explained that HIV/AIDS program in Malang has been running since 2003, by the name of Action Stop AIDS (ASA), funded by USAID (2003-2006). Several other programs are:

(i) In 2006 – 2010, there was a comprehensive and continuous HIV/AIDS prevention program funded by USAID with a national institution, Family Health Indonesia (FHI). IGAMA, Sadar hati, WAMARAPA, dan Yayasan Paramitra Jatim⁵ as the local implementing organizations. (ii) In 2009-2014, there was also an HIV/AIDS prevention program funded by Global Fund, and as the local implementing agencies are IGAMA, Sadar hati, WAMARAPA, dan Yayasan Paramitra Jatim. This program concentrates on syringe users and drug users. By the type of syringe distribution activities to drug users using injection in order to prevent syringe sharing and to minimize addiction by providing rehabilitation agency and substitution therapy; (ii) In 2011-2015, Scalling Up for Most at Risk Population (SUM) Program was funded by USAID and the local

implementing institutions were IGAMA, Sadar Hati, WAMARAPA, and Yayasan Paramitra Jatim.

There were parties involved on those activity programs, as such project manager, and those who were closely connected with target groups, e.g. commercial sex worker, transvestite, gay, and field officer. Their task was to conduct a campaign related to attitude alternation and safe behavior to prevent and reduce the number of HIV/AIDS transmission cases. Methods and communication strategy are needed in order to form the attitude and safe behavior prevention target group, of which the character, situation, and condition of the target group are important consideration for Field Officer for the activity's effectiveness.

Capacity and capability of field officer have become one of important factors in the success and effectiveness of this social campaign. Therefore, local, national, and international implementing institutions provide training, consulting, and knowledge development as well as other communication skills to improve field officer's function and roles on HIV/AIDS prevention. One of the skills and knowledge that is trained for is BCC Tool, as the main tool for this program. HIV/AIDS mitigation managed by Yayasan Paramitra Jatim, WAMARAPA, IGAMA, and Sadar Hati use Behavior Change Communication (BCC) tool, which is used to influence the high-risk group of contracting HIV/AIDS.

BCC is used as a tool because BCC is a communication tool that uses multiple strategies in persuading the target group. There are 4 (four) reasons as to why BCC is used as a communication tool. First, BCC is a process of transmitting and receiving information. Second, BCC is a process, not a product. Third, BCC is not only producing brochure, poster, drama, but it is also more to an intercommunication process. Last but not least, BCC acts as Peer Educator in behavioral change process.

BCC is a communication tools within behavioral change which was developed on AIDS Control and Prevention (AIDSCAP)

3 Sex worker, sex worker client, transgender, and gay

4 Interview on 6th June 2013

5 Igama:Ikatan Gay Malang (Gay Malang Community) with Gay as the target group, Wamarapa: Waria Malang

(Malang Transgender) with Transgender in Malang as target audience, Sadar Hati with drug users by using injection as the target group, and Yayasan Paramitra Jatim with commercial sex workers as the target group.

project by Family Health International (FHI)⁶. This project was carried out to alter sexual behavior of the target group, by giving roles to several parties, e.g. community leaders, media educators, parents, and other related group.

However, the level of media implementation on HIV/AIDS campaign varies, following the officer's level of understanding. The FGD of the consultant team with field officers shows that almost all the field officers of the institutions in implementing HIV/AIDS prevention programs, have not been fully able to produce and utilize BCC campaign media due to skill constraints. The total number of field officer for HIV/AIDS are around 60 people, and on average, they claimed that field officer are still lack of knowledge in preparing the message for persuading target group through BCC media. IGAMA as the implementing agency of HIV/AIDS prevention programs assisting community in Malang consisting of 4613 people, while from early identification conducted by researchers there are 82 members who were tested positive for HIV/AIDS, including 81 people from Malang and 1 (one) individual from Kediri. While WAMARAPA or Waria Malang Raya Peduli AIDS, which was established in 2003, chaired by Chen Chen, the organization aims to assist their member and their partner. This organization's program is 100% condom, in cooperation with USAID and government agencies, such as the Health Institution, Social Affairs Institution, etc. Both institutions, WAMARAPA and IGAMA, are partner institutions along with Faculty of Social and Political Sciences (FISIP) Universitas Brawijaya team to improve the ability and skill in conducting BCC campaign related to HIV/AIDS prevention using the New Media.

In an early observation informally carried out between consultant team and field officers from Ikatan Gay Malang (IGAMA) and Waria Malang Raya Peduli AIDS (WAMARAPA), the obtained information shows that the officers are often use social media to communicate with the target group. This is due to the possibility of relatively low face to face contact and most of the community members as the target group have Twitter and Facebook as their social media. When they were asked whether they also use online media and social media in their campaign

programs, some of the field officers said yes, however it has not been in the maximum effort yet. The obstacle that they have been experiencing is in producing less effective words (message). Other than that, the social media that they have been using are only for fun and social networking. There is also possibility of the insufficient level of knowledge from the field officer because of the recruited field officer is from the transvestite community. As for the gay community, they are more reserved and it is difficult to identify their community member,

Thus, the ones who can identify the community members are only their member. Unlike the transvestite member whom their identity are more easily to be recognized from their individual performance. Furthermore, the understanding on how to produce other media besides the right online media as well as how to utilize the affordable and easy communication technology in supporting their roles and function in preventing HIV/AIDS have not been fully utilized by the field officer.

From the aforementioned explanation, it can be described that social media and online media, are technology and media that are easily accessed by the field officer to reach the target group in HIV/AIDS prevention program. However, skills as well as knowledge of communication and technology are still needed in actively carrying out campaign management through online media. Hence, training and assistance for field officer in this online media campaign are considered necessary and very important. In addition to affordable and easy media, the urgency of attitude change from the high-risk group on transvestite community and gay in Malang has become the defining factor in handling HIV/AIDS issue.

2. MATERIALS AND METHODS

2.1. Training Materials

1. BCC in preventing HIV/AIDS
2. BCC campaign media: electronics, edutainment, new media, printed media
3. Introducing online media on BCC campaign
4. Utilizing social media on HIV/AIDS prevention campaign
5. Producing persuasive communication

⁶ How to create an effective communication Project, *Using the AIDSCAP Strategy to Develop Successful*

message

6. Evaluating and developing an easy and affordable media on BCC campaign by using online media

The contributions of institution partners on this activity are as follow:

- Bridging the communication between the implementing team with the HIV/AIDS prevention program's field officer in Malang
- Informing obstacle and issue in carrying out HIV/AIDS campaign through new media
- Providing psychological and sociological overview of HIV/AIDS prevention program of field officer and assisted community (gay and transvestite)
- Cooperating in HIV/AIDS transmission prevention in Malang in order to be able to reduce the number of HIV/AIDS case
- Providing meeting room during mentoring clinic for field officer

2.2. The Implementing Team and Partners

The implementing team for this activity consists of lecturers who are experienced in community development and training from Communication Science – Faculty of Social and Political Sciences Universitas Brawijaya in collaboration with institution partners in association with HIV/AIDS prevention program in Malang; Ikatan Gay Malang (IGAMA) and Waria Malang Raya Peduli AIDS (WAMARAPA).

2.3. Consultation Clinic: Evaluating and Developing BCC Campaign Media:

1. Identifying target group characteristics and the right campaign media
2. Identifying weakness and strength of the produced media
3. Identifying weakness and strength of the media on the implementation
4. Producing campaign plan and selecting online media for BCC of the suitable HIV/AIDS prevention
5. Developing and implementing online media campaign for BCC of the suitable HIV/AIDS prevention

3. RESULTS AND DISCUSSION

“HIV/AIDS Prevention Campaign Management Training on Field Officer of IGAMA and WAMARAPA through Social Media” was held on Saturday, 27 June 2015 in the Assembly Room on 7th floor of Prof. Darsono Wisadirana Building, Faculty of Social and Political Science University of Brawijaya. This training was attended by 22 field officers of IGAMA as well as WAMARAPA, and was held from 09.00 – 16.00, opened by the Chairman of Community Service (Maya Diah Nirwana).



Picture 1. Dwi Aris and Maya Diah Nirwana as the speakers

The first session was started by Dwi Aris Subakti. Aris, as he usually be called, discussed on how social media can be used by field officers as a tool for HIV/AIDS prevention campaign. The training took place interactively. Training participants were actively engage in dialogue with Aris as he delivered the material during his session. The goal of this HIV/AIDS prevention campaign are the change in HIV/AIDS understanding; change in behavior, e.g. unprotected sex to safe or protected sex, and improving knowledge related to the importance of HIV/AIDS prevention, how field officers utilize social media for HIV/AIDS prevention campaign by designing message to convince the target to change.

In many cases, the message conveyed is not understood by the recipient. If the field officers meet the target group, they have different characteristics. Hence, resulting different approach to different people, for instance on how to approach people with the level of education of elementary school with people with master degree. Thus, the message should be match with the target group's background.

Changing the behavior of the target group to have a safe sexual intercourse is difficult because the people have already in the comfort

zone and they have accustomed to it. It is necessary to carry out a systematic effort to encourage change. The challenge in HIV/AIDS prevention campaign is also due to the high level of discrimination towards transvestite. There are also many cases of which the field officer from the transvestite group are still struggling with society's acceptance towards them.

There was a story from field officers explaining their interaction during assisting the target group. There was a member of the target group who has a higher level of education than the field officer. The assisted member felt that he/she has already have some knowledge from a lot of reading. Therefore, in approaching the person was challenging. Mas Aris said that the field officer cannot force them. When the field officer has already conveyed the information but the member is still persistent, therefore the field officers need extra endurance to continue to campaign. Thus, the effort should be made on the conscious level and in a systematic way so that the assisted member can alter their behavior. One of the field officers shared a story that the assisted member needs some comfort, such as inviting member to hang out together while they were gently invited to come to the health service.

Field officers can use their daily conversation language in campaigning the program so that the program can be received effectively by homosexual and transvestite community, for instance the usage of words

"ember" (yes), "makassar" (to eat), "sipir" (how many), and many more. Furthermore, the message should be specific and well conducted. There are several ways in creating effective message; by really considering the message that will be delivered to the target, identifying the advantage gained by the message's recipient, including a unique, innovative, creative idea as well as creating a trusted message.

Social media has become a seamless media to deliver a message due to its characteristics: a message can be directly delivered to a recipient without a gatekeeper, it is straightforward, and the recipient is the one who determines the interaction time.

The development of social media ranging from Friendster, Facebook, Twitter, up to Google+. Indonesia have a huge number of social media user up to 200 million users. Unfortunately, according to Aris, the the last update on IGAMA and WAMARAPA's Facebook was on 2014. Therefore, it can be said

that the utilization level of their social media has not in the maximum effort yet. Mas Aris explained that the field officers should be willing to use their Facebook as a campaign media.

There are some ways to manage Facebook account, either for an organization or an organization utilized to campaign. First, fill out Facebook profile, and it is better to use real picture and real name. The more open the profile, people will be more easily to believe its credibility. Field officers are also be able to plan and schedule the status update in order to be consistent, and picture is interspersed along with the status. Meme can also be posted as well.

In addition to Facebook, field officers can also utilize WhatsApp and BlackBerry Messenger. Both messengers are more practical due to their operation, which is usually through smartphone. Field officers can deploy the message in many formats; audio, video, picture, and text, through WhatsApp and BlackBerry Messenger.

After the break, the event continued with the material of the second session, the importance of community organizing through social media by Yuyun Agus Riani.



Picture 2. The second speaker, Yuyun Agus Riani

The problem faced by the community, which is HIV/AIDS prevention campaign, to members of IGAMA and WAMARAPA is a great thing. This will not be successful if it only comes from individual effort. All members of the community should also work together to achieve this big goal. Community mobilization can lead to equality and increased the capacity of the community.

Training attendance were also share their problems on the campaign. There was a strategy that they put into action on socializing the program, for instance when they had to do a homosexual assistance in the village. They tend

to be more easily to be socialized and to cooperate. As for homosexuals in urban areas, it is usually more difficult because of the high level of education, so that they feel they already know and understand the risks that they face without having been informed by the field officers. In contrary to IGAMA, in WAMARAPA, normally when field officers carry out the mentoring session for senior transvestite, they will explain to the officer that they already know more than them. Yuyun emphasized that the most important thing is to build an interpersonal relationships with the assisted member in order to ease the mentoring session.

The third material was from Maya Diah Nirwana, speaking about creating a persuasive message with netiquette basis and based on Indonesian cultural value.

Netiquette can be translated as ethics in communication on the Internet. Maya explained that the use of social media is vulnerable to netiquette violation, in terms of the message, for instance, saying bad words on social media account. This certainly will affect the credibility of the account used as campaign media. Hence, Maya encouraged field officers to use their social media more wisely. This persuasive message may vary and can be used as IGAMA and WAMARAPA slogan within the campaign, such as 'Salam Satu Keluarga, IGAMA dan WAMARAPA, Bersama Cegah HIV/AIDS' (One family, IGAMA and WAMARAPA, Together to Prevent HIV/AIDS).

3.1. Campaign Management Assistance

From the early observation conducted by team member, it was found that IGAMA and WAMARAPA's member use Facebook, WhatsApp, and BlackBerry Messengers as communication tools with member and non-member. Each of these social media has their own strength and weakness. Facebook has different media characteristic than WhatsApp and BlackBerry Messenger. Facebook is a social media, meaning that the shared message on Facebook can also be shared to public and anyone can access it. While WhatsApp and BlackBerry Messenger, are social messengers, meaning that they are private between individual and group. Facebook is usually accessed through PC or laptop (although there's also Facebook application on smartphone), while WhatsApp and BlackBerry Messenger are commonly used via smartphone. However, the message

conveyed through these media can be audio visual, hence it can be in text format, video, picture, or audio (for WhatsApp and BlackBerry Messenger).

The initial assistance carried out by the team was by introducing campaign messages which can be used by field officer on their HIV/AIDS prevention socialization.



Picture 3 and 4. Examples of Campaign Messages

3.2. Internal Monitoring Evaluation

After carrying out campaign management and collecting progress report of 70%, internal monitoring evaluation was conducted by assessor which was appointed by LPPM. Monitoring evaluation process was held at the office of one of the partners, IGAMA in their homebase. The assessor was concentrating on two things on this monitoring evaluation. First was because this campaign is behavior change communication or a behavior alteration campaign, therefore an achievement campaign indicator should be present. Meaning that whether there's a behavior change on the target adopter before and after the campaign. Hence, questionnaire is needed to be handed to target adopter (field officer) regarding their behavior to disseminate HIV/AIDS prevention information through their social media. Second, the importance of student's involvement on this activity. The output of this activity is expected to be a reference for final project or student's task.

3.3. Coaching with IGAMA and WAMARAPA (Partners)

After HIV/AIDS prevention campaign training on June, the team carried out coaching regarding campaign through social media. The first coaching was held at IGAMA headquarter on 7 August 2015 and the second was conducted at WAMARAPA headquarter on 19 August 2015. Coaching material was about sharing on how to create a campaign message based on media characteristic so that the message can be effectively received. As an example, a message via BBM can be a short message because there will be a status update on the tab recent updates, or change the BBM and WhatsApp display picture with the campaign picture.

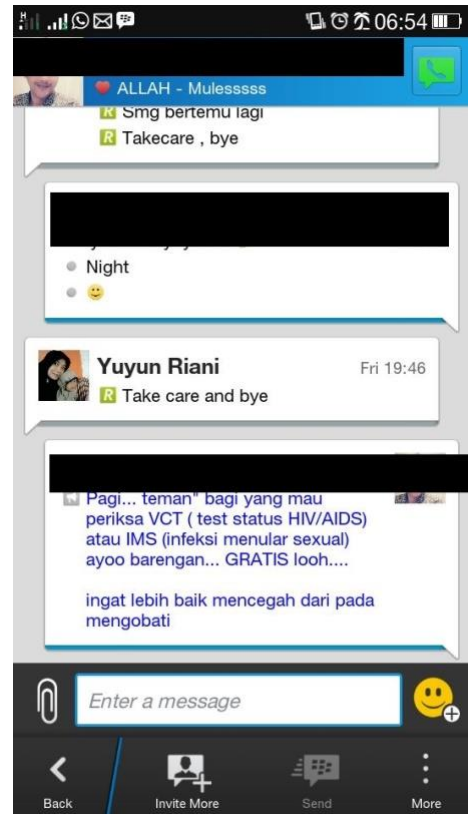
Contoh-Contoh Status
BBM dan WhatsApp

1. JAUHI HIV AIDS, BUKAN ORANGNYA
2. HIV AIDS GA ADA OBATNYA
BERPIKIR CERDAS MENCEGAHNYA
3. CEGAH HIV AIDS, ATAU MENYESAL
4. BERSAMA WUJUDKAN GENERASI BEBAS HIV AIDS
5. PEDULI HIV AIDS: INI AKSIKU, MANA AKSIMU



Picture 5 and 6. Power point slide presentation of BBM and WhatsApp status

While the message on Facebook can be picture and link of an article related to campaign on a particular place in order to inspire field officer's Facebook readers. This can also be used as broadcast message to field officer's BBM and WhatsApp contacts.



Picture 7. The example of broadcast message on field officer's BBM status after coaching

3.4. 26th Anniversary of IGAMA

As an appreciation towards research team, IGAMA invited the team to attend the 26th anniversary of IGAMA which was celebrated on 17 October 2015 at Kartika Graha Hotel, Malang. The visitors who attended the show were very diverse, not only from IGAMA but also from other communities such as WAMARAPA. The celebration was in the form of Ratu Kebaya (Queen of Kebaya) and Raja Nusantara (King of Nusantara) 2015, and was attended by more than 100 contestants as well as birthday surprise to doctor who contributed to the establishment of IGAMA. Furthermore, the committee also inserted HIV/AIDS prevention and mitigation socialization on this event, which is the concern of IGAMA at this time.



Picture 8 and 9. 26th Anniversary of IGAMA Celebration at Kartika Graha Hotel, Malang

4. CONCLUSION AND SUGGESTION

4.1. Conclusion

1. Training and Mentoring is highly supported by the field officers of IGAMA and WAMARAPA
2. The field officers produce the message of HIV/AIDS prevention campaign based on netiquette
3. Utilization of social media for HIV/AIDS prevention is supported by all communities, thus strengthening the organization is expected to run well with regards to HIV/AIDS campaign

4.2. Suggestion

1. The field officer should own a special social media to campaign HIV/AIDS prevention
2. The field officers should be able to become social media moderator who are responsive and persuasive regarding HIV/AIDS prevention
3. HIV/AIDS prevention campaign program should be continually carried on

5. BIBLIOGRAPHY

- Andreasen, Alan R. 1995. *Marketing Social Change: Changing Behavior to Promote Health Social Development, and the Environment*. San Fransisco: Jossey-Bass.
- Berger, Charles R; Michael E. Roloff; and David R. Roskos-Ewoldsen. 2014. *Handbook Ilmu Komunikasi. Translation from The Handbook of Communication Science*. Bandung: Nusa Media.
- Littlejohn, Stephen W. 1996. *Theories of Human Communications: Seventh Edition*. Belmont California: Wadsworth Group.
- Lievrouw, L.A, and Livistone S (Eds). 2006. *The handbook of new media. Student Edition*. London. California, New Delhi: Sage Publication Ltd.
- Rice, Ronald E & Atkin, Charles K. 2001. *Public Communication Campaign*. 3rd. Ed. Caifornia: SAGE Publications, Inc.
- Roslan, Rusady. 2008. *Kiat dan Strategi Kampanye Public Relations*. Rajagrafindo: Jakarta.
- Tanakinjal, Geoffrey H. 2007. *Management of Permission-base Mobile Marketing Diffusion: A Conceptual Model*. International Journal of Business and Management. Vol. 2 No. 6 page 52-58
- Tangkas, P.D.Pратиwi. 2009. *Kondom Bukan Solusi Atasi HIV-AIDS*, <http://kendariexpres.com>, accessed on 10 Maret 2010.
- Venus, A. 2004. *Manajemen Kampanye, Panduan Teoritis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekatama Media
- _____. Voice of Human Right, *Jatim Peringkat Empat Jumlah kasus HIV-AIDS*, 1 Desember 2008, Alamat web: <http://www.vhrmedia.com/vhr-news/berita,Jatim-Peringkat-4-Jumlah-Kasus-HIV-AIDS-2970.html>, accessed on : 15 maret 2010
- Family Health International (FHI). 2009. *BCC Handbook*. Lee, Carmen K.M. 2002. *Mobile Marketing Systems: Framework and Technology Enabler*. Journal Social Science Research Network (SSRN). Page 1-13.