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Strategic Health Risk Communication of HIV/AIDS on Twitter Account @hayVeelD

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ABSTRACT

This research defines the utilization of the Twitter account @hayVeelD as a strategic communication for health risk communication associated with HIV/AIDS. From year to year, the case of HIV is sadly still increasing. The age range that becomes the majority of the people living with HIV is 20 – 24 Years and 25 – 49 Years. Hence, it is necessary to see the other approach to communicating an infectious disease. The UK's Expert and NGOs propose that the government make online sex education because they are shy about discussing and asking questions if sex education is done in public. Since one of the causes of this infectious disease happens through sexual intercourse and sex education in Indonesia is still taboo, hayVee adapts this online campaign to reduce the number of cases and stigma. This study identifies whether the Twitter account of @hayVeelD can be used as a strategic communication for health risk communication and illustrates the usage of that Twitter account. Using the qualitative approach with an instrumental case study method shows that several aspects of strategic communication need to be improved, such as measurement and the time-bound to achieve their targets. In addition, the social media account of @hayVeelD can be used as well as strategic communication to alter the audience's cognitive, affective, and behavioral components. This finding follows the aspects of attitude change in risk communication.

Keywords

Health communication, risk communication, social media, strategic communication, twitter

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INTRODUCTION

Social media has a variety of content and information that can be accessed. According to Kaplan and Haenlin (2010), social media is a network in the form of applications which is internet-based and allows the creation and exchange of content. Social media users will comfortably find the information they want and re-share the information with others on its network. A Social media accounts can be owned by individuals, can be personal, and my promote things. One form of promotions is health promotion. Multiple accounts on social media Twitter does these activities,

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such as social media account @ibunda_id who has been on Twitter since 2015 to educate about mental health and conduct online counseling with professionals that classified as non-communicable diseases.

In addition to health promotion related to non-communicable diseases, communicable diseases especially HIV there are also those who do it on Twitter social media, one of which is the Twitter account @hayVeelD. The account starts from the account @ScotchandSoba, the person who got nine thousand retweets, twelve thousand likes and thousands of followers because of his personal experience thread with the HIV virus. The account is trying to do crowd funding to establish platform that can educate the public. Crowd funding is a practice fundraising from community donations for various types of businesses, product ideas, businesses or activities (Rosalina et al., 2015). After reaching approximately 72% of the crowd funding target (hayVee Indonesia, 2019), @ScotchandSoba made hayVee a digital platform for HIV/AIDS that started from twitter called @hayVeelD. Based on data from the Ministry of Health of the Republic of Indonesia (2019) in the third quarter of 2019, the number of HIV cases recorded were 30,935 cases in 2015, in 2016 as many as 41,250, in 2017 as many as 48,300, in 2018 as many as 46,659, and from January to September 2019 there were 36,244 new cases with the percentage of people aged 25-49 years as much as 70.7%, followed by the group age 20-24 years 15.6%. From these data, the trend people living with HIV from year to year tend to increase, so it can be assumed that public knowledge of the virus is not sufficient. The lack of a person's level of knowledge of the HIV virus is a risk for people who are not HIV positive (negative) and people who are infected HIV (positive). Because HIV negative people with less knowledge can endanger themselves if they carry out activities that pose a risk of transmission and the general public, who do not understand the transmission process will carry out refusal to have contact with people with HIV; hence it impacts to the exclusion of people living with HIV/AIDS (PLWHA).

HIV/AIDS is a disease that is transmitted through unsafe sexual relations that triggers the need for knowledge about sex in Indonesia. But in fact, such things are still very taboo when discussed in public (Alexander, 2015). Reported by Kirnandita (2018), that a number of NGOs and experts in the UK are proposing the government to make online sex education because they are shy about discussing and asking questions if sex education is done in public. Because sex education in Indonesia is still taboo, hayVee adopts it online sex education via Twitter account @hayVeelD. With expectations the use of such Twitter accounts can be a strategy for risk reduction contracting the HIV virus. Thus, from the explanation above, the researchers are interested in carry out more in-depth research to review how is the utilization of the Twitter account @hayVeelD Twitter can be used as a strategy communication for health risk communication HIV/AIDS and to describe the use of the Twitter account @hayVeelD that may serve as a communication strategy for health risk communication HIV/AIDS.

Following are the concept, including the theoretical background and research framework that are utilized in this research. There are Strategic Communication, Risk Communication, Health Risk Communication, and Media Social.

Strategic communication is a form of communication that has certain intentions and can be carried out by businesspeople, Non-Profit Organizations (NPOs), or even other less structured groups (mass movements), Strategic communication basically has a purpose, planning, but not may only have one plan; therefore, alternative plans must be considered (Smith, 2002). From the mid-2000s, the concept of communication strategy became popular both among practitioners and academics. Academics use communication strategies to identify certain approaches, one of which is applied to the study of internal communication organizations. Practitioners use strategic communication, one of which is in the process communicate the functions of the organization and what they do. Strategic communication is a collection of plans to achieve a goal related to publication, and persuasion. It can be done by all kinds of groups. Thus, in order for strategy communication runs smoothly, it takes stages to compile it. In Patterson and Radtke (2009), there are 7 steps in strategic planning communication, including: Forming the foundation, Conducting situation analysis, Determining the target audience, Determining communication objectives, Developing messages and framing issues, Selecting media and their distribution strategy, and Evaluation. Based on the above explanation regarding the communication strategy, the researchers

will examine whether the @hayVeelD account applies the intended communication planning steps to achieve the desired goals in health risk communication.

Risk is a subjective assessment related to thoughts, beliefs, and what is constructed (Marsden, 2015); therefore, from one individual to another individual will have a different perspective on the risk of a similar danger. According to Bennett et al. (2010), there are two types of hazards, namely hazards caused by nature such as floods that hit an area to cut off the activities of local residents and dangers caused by a person's lifestyle such as risky sexual behavior that can cause infection, sexually transmitted disease. So that these risks are not manifested, communication efforts are needed to prevent them. According to World Health Organization (WHO, 2016), risk communication is a process of exchanging information and opinions on risk by all stakeholders. Furthermore, the United States National Research Council (1989) stated that the dissemination of information from public health agencies regarding the risks of the wrong diet, risky sexual activities and other personal activities is a form of risk communication.

Lundgren and McMakin (2013) explain that a poster within the scope of a restaurant to wash hands for fear of spreading bacteria is already a form of risk communication. Thus, it can be concluded that risk communication is a form of one-way or two-way information dissemination to prevent a hazard from occurring and is carried out by many related parties. In order the danger will not be manifested, the individual must have an attitude toward the issue that is being risked. There are components that can shape individual attitudes, including cognitive, affective and behavioral components (Coppola & Malone, 2017). (1) Cognitive: a cognitive component is a form of opinion on the existing risks. This component is oriented toward the ability to think, knowledge and understand. (2) Affective: the affective component is the feeling that arises about the risks that exist. The orientation of this component is a value that includes responses and sympathy. (3) Behaviour: this component is a form of a person's behavior towards the existing risks. The orientation is decision-making and behavior related to the information received.

Risk communication is fundamental to public health practice (Lowbridge & Leask 2011). Risks to health are created by decisions that people make to make them more comfortable. In this study, researchers examine communication strategies for health risk communication around the HIV/AIDS virus. Human Immunodeficiency Virus (HIV) is a Ribonucleic Acid (RNA) virus with a viral core containing the largest capsid protein, p24. The p24 protein is a viral antigen so the protein is a target for antibodies in HIV tests (Savira, 2014). This virus can be transmitted through risky sex, blood, genital fluids, breast milk and vertical transmission from positive mothers to children in the womb. However, this virus cannot be transmitted through mosquito bites even though the mosquito sucks the blood of PLWHA (Savira, 2014). Other cases are also found in the use of needles that are not sterile or have never been replaced.

Since one of the distributions is through sexual intercourse, stigma appears in the mind of an individual or community who believes that HIV/AIDS is caused by immoral behavior and actions that are unacceptable to society (Shaluhyah et al., 2015).

The development of risk and crisis communication has made various perspectives on the use of social media such as media to provide social and emotional (Weller et al., 2013). Social media is used to disseminate news, monitor the latest developments, to convey sympathy when a disaster occurs (Weller et al., 2013). The latest method in risk communication is the use of social media, because social media allows us to connect with people, share information, videos, photos, and conduct discussions with simple devices (Lundgren & McMakin, 2013). Social media is valuable in risk communication, not because it adds dissemination channels, but can provide input from the audience directly, for example, Twitter social media. Reporting from Twitter, they mention Twitter is "what is happening in the world and what people are talking about right now" (Twitter, accessed on 22/12/2019). Twitter is a place where people exchange information about issues that are happening in the world in real-time. Twitter is a social media whose type is a microblog. According to Lundgren and McMakin (2014), microblogs can be used as a medium for disseminating information related to communication risks that will be read by few or many people (depending on the intensity of uploading content) and allow the information to be re-shared by people with similar potential risks.

Regarding social media, especially Twitter; social media is seen as a forum for risk communication. Therefore, the researcher is triggered to examine if the @hayVeelD Twitter account can be classified as a communication strategy that uses social media as a platform for communicating health risks to the general public/audiences.

Good strategic communication is based on a solid organizational foundation. The organization is expected to have a reason why the organization exists, what their desires are, what are their goals and who is their target audience. After that, do a situation analysis to find out what are the strengths, weaknesses, opportunities, and threats for the organization. Strategic communication is a collection of plans to achieve a goal. The researcher assumes that the purpose of the Twitter account @hayVeelD is to educate its followers to change attitudes. In changing attitudes, there are cognitive, affective, and behavioral components, which are summarized in the concept of risk communication. Then the message related to the component is developed and framed with the programs that the account performs.

In implementing the program, media is needed as a form of information dissemination tool, by considering the type of media and its distribution strategy. In general, the media is divided into two, namely offline media such as face-to-face and online media such as digital media, social media, and others. Then, the last aspect is an evaluation to see the success and what are the obstacles and challenges in the future. This framework is to address whether the @hayVeelD Twitter account can be used as a strategic communication for HIV/AIDS, especially in terms of health risk communication; and how it can be utilized as a communication strategy for HIV/AIDS disease risks.

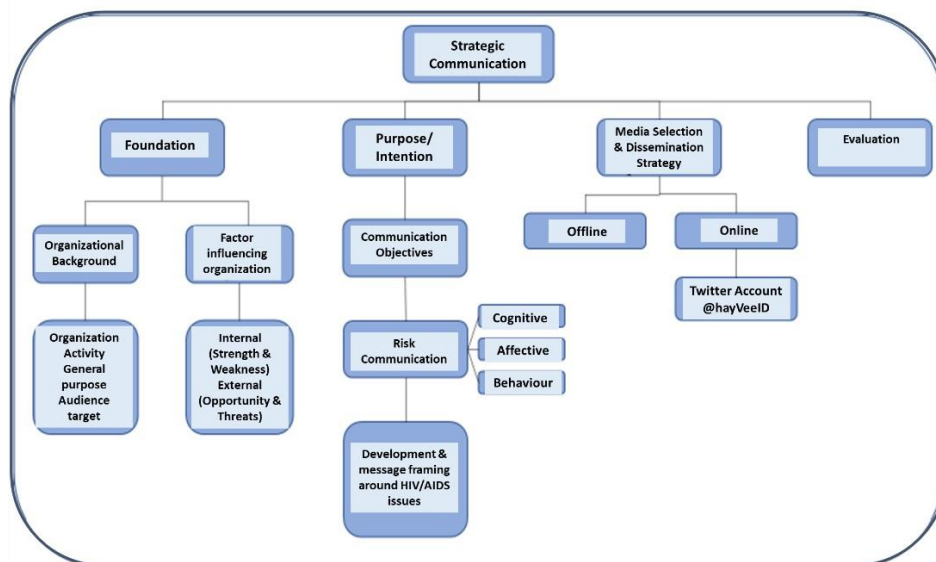


Figure 1. Research Framework of using @hayVeelD Account as a Communication Strategy for HIV/AIDS Health Risk Communications (Source: Research doc.)

METHOD

The research method used is qualitative case study, a method that emphasizes the exploration of a bounded system in one or more cases in detail (Cresswell, 2014). The purpose of the bounded system is the limitation of the cases raised (can be in the form of time, place, program, event, activity, or research subject) (Herdiansyah, 2021). Another feature of the case study is its uniqueness, the uniqueness of this research is the existence of a bold new channel to provide education related to health, especially HIV/AIDS. If you look at the conventional mass media, it is rare to find any form of education related to HIV/AIDS, but news and data. Online sex education is also a unique case because it was initially done conventionally. However, this study did not look at this phenomenon. Thus, this research is included in the instrumental case study (Stake, 1995). Instrumental case studies are used to understand something else, how it works or can be done (Piercy & Giles, 1989). This instrumental case study does not examine the nature of the unique phenomenon that exists, but examines other phenomena related to the case.

Primary data was obtained from resource persons who came from @hayVeelD and their Twitter account followers, while secondary data was obtained from books, journals, and other matters related to this research.

The selection of research informants used the information-rich case technique; because with these informants, this study was able to obtain rich data on the cases studied (Patton, 2002). This technique is used on two sides of the informant, namely the sender informant (the @hayVeelD) and the receiver (the follower).

Primary data/informants were selected using purposive sampling; meaning that the authors determined the category of informants' selection: (i) Founders dan CEO hayVee, (ii) The admin of the Twitter account @hayVee, (iii) Social Media Officer and Graphic Designer of hayVee, and (iv) followers of Twitter account @hayVee. The selection of the informants is expected to be credible, and the authors may obtain complete, quality, and in-depth data. The data was obtained by telephone interview which was recorded because the distance could not be covered. as supporting data, the researcher uses supporting informants from the audience's perspective. This audience informant must be a follower of the @hayVeelD Twitter account and follow some of the programs on that account. For the first informant, the data was obtained by interviewing through a short message application using the features of voice notes. While the second informant gave direct interviews that were recorded through a device.

The researchers used semi-structured interviews and observations in obtaining primary data coupled with literature studies as secondary data. The data were analyzed through the stages of data collection, data reduction, data appearance, and conclusion or verification stage with Miles and Huberman (2014) method by utilizing the coding system for (i) the respondents and their responses, (ii) keywords for key questions, and (iii) the concepts used for this research, categories, and their keywords that should be inhibited in respondents' responses. Subsequently, the data was interpreted and linked to the theories and concepts that are used in this study. In the end, the data will be presented in the form of a descriptive description explaining the use of the Twitter account @hayVeelD as a communication strategy in communicating the health risks of HIV/AIDS and validated through credibility assessment, transferability, dependability, conformability, and originality.

FINDINGS AND DISCUSSION

In order to analyze and obtain the results, the following data in Table I is acquired from the Twitter account @hayVeelD.

Table I. Data from the Twitter account @hayVeelD for analysis

Date	Program Name	Description
30 Oct 2019	<u>HayPedia</u>	hayPedia is the educational segment about HIV and its relates. It usually gains more retweets and likes than the other content
20 Dec 2019	Healthier Indonesia	This is proof of hayPedia that gain a lot of interest; hence it can attract partnership from the content itself
2 Nov 2019	<u>HayFunFact</u>	This is a fact and myth about HIV and other related diseases
26 April 2019	<u>HayStory</u>	This story covers the inspirational story or success story of a PLHIV person
18 March 2019	<u>HayTwit</u>	This content is a written talk show that covers an interesting story that relates to PLHIV in order to encounter the social stigma
21 Sept 2019	<u>HayLeisure</u>	This is a relaxation content so the audience will keep looking at the account

2 Jan 2020

[Others](#)

This is another educational content that does not cover in the HayPedia.

Source: Research Doc.

First, research from Fitriyadi (2015) entitled "Utilization of Social Media Namely Facebook and Twitter to Introduce Bisma Community". In this study, it was revealed that many members of the Bisma community use Facebook as a medium for socialization and self-existence. The second medium is Twitter which is considered an effective publication medium.

Second, research by Lianjani (2018) entitled "Communication Strategy of the South Tangerang City Government in Socializing the Smart City Program". In this study, it emphasizes communication strategies as well as inhibiting and supporting factors in socializing smart city programs. There are five steps in the study, including research, planning, implementation, evaluation, and reporting. The supporting factors lie in the establishment of an ICT HUMAN RESOURCES development section and smart city cooperation, members related to the program are selected parties in their fields, the use of social media as a medium for dissemination of information, and the delivery of information to the media from the Mayor of South Tangerang. Meanwhile, the inhibiting factors are the lack of human resources of the State Civil Apparatus, the lack of support from the Operation of South Tangerang Village Apparatus, the spirit of change that has not been evenly distributed, and the need for substantial improvements to smart city optimization.

Third, research by Lestari (2016) entitled "Communication Strategies in Improving Traffic Order at the Palembang City Police "SATLANTAS"". This study emphasizes the communication strategy of the Palembang City Police because it succeeded in reducing the number of accidents from 574 cases in 2015 to 367 cases in 2016. The study also looked at supporting factors and their inhibitions. The communication strategy is carried out from the values and ethics instilled in each member of the Palembang City Police, goal setting, choosing the type of message, and its channels/media. The supporting factor for the communication strategy is adequate human resources, while the inhibiting factor is the recipients of the messages who sometimes lack absorption and are rarely applied messages from the Palembang City Police.

Table 2. Data from the Twitter account @hayVeelD for analysis

No	Author and Tittle	Differentiation	Equitation
1	Achmad Ramdani Fitriyadi "Utilization of Social Media Namely Facebook and Twitter to Introduce Bisma Community"	This research is focusing on two social media, Facebook and Twitter. This research was also conducted at an organization that was already established in 2004, meanwhile, hayVeelD is a startup that is founded more recently	Research on the utilization of social media.
2	Aprilia Lianjani "Communication Strategy of the South Tangerang City Government in Socializing the Smart City Program"	This research is focusing on the process of the socialization of smart city. And it is conducted at the government organization. Meanwhile, hayVeelD is a private social movement that is conducted through online channel	Research on the communication strategy
3	Nurchayani Putri Lestari "Communication Strategies in Improving Traffic Order at the Palembang City Police "SATLANTAS""	This research is focusing on the implementation of strategic communication to increase compliance with the traffic order this research is conducted by the city police in Palembang. This means the audience is targeted on one city, while hayVee has a broader audience virtually.	Research on the communication strategy

Source: Research Doc.

Strategic Communication

An organization must have a strong foundation if it is to succeed in implementing its communication strategy (Patterson & Radtke, 2009). The background of the founding of the organization is the initial foundation of the organization. The background of hayVee being established is that the number of people living with HIV is still high, so that hayVee feels it needs a new way to deal with it, so hayVee is here as a form of real contribution to the HIV community. What hayVee wants is in line with global efforts to create zero discrimination against people living with HIV. The general aim of hayVee is to help people living with HIV and prevent the younger generation from becoming infected with the HIV virus. In line with their target audience, namely the younger generation.

In defining a hayVee situation, the most common way is to use a SWOT analysis [24]. In simple terms, the internal factor that makes hayVee superior lies in the application that is being designed and the content that contains detailed information about HIV. While the weakness illustrates the lack of human and financial resources and not having a physical office.

The external factor that becomes an opportunity is a large amount of interest from the public in hayVee, as evidenced by the many invitations for collaboration to hayVee. Another thing that has become an opportunity for hayVee is the internet as a means of researching educational content on hayVee's social media. However, the thing that is still threatening hayVee until now, is a stigma about HIV itself and about sex education, which is considered to be campaigning for free sex.

The objectives of hayVee's communication are divided into two, firstly improving the quality of life of people living with HIV by not stopping taking their drugs, secondly reducing stigma among non-PLWV by increasing knowledge about the transmission of HIV virus. According to Patterson and Radtke (2009), objectives can be written using the SMART method, namely specific (specific), measurable (measurable), appropriate (right), realistic (realistic), and time-bound (no timeframe). The communication objective of hayVee is quite specific because it has clear goals and targets. The objective is also appropriate because it is in accordance with the phenomenon that occurs, namely the level of people living with HIV is still high. hayVee's communication objectives do not yet have a clear benchmark. On the realistic aspect, hayVee's communication objectives can be said to be realistic if the audience applies the information provided. However, there is no clear timeline for hayVee's communication objectives. According to Smith (2002), there are several criteria for identifying good objectives, including: rooted in goals, focused on the public, impact-oriented, drawn from research results, explicit, measurable, have clear time, singular, challenging, achievable and acceptable.

The image of the HIV issue which is seen by hayVee as an important issue and the material is difficult, so if it is only taught conventionally, it will be less attached to the audience. Therefore, hayVee offers several program innovations in the hope of being accepted by their target audience, namely the younger generation. In solving the HIV problem, this is a common problem and there must be a synergy between the government and the community. Currently, the government has provided subsidies for access to ARVs, from the community point of view, there have been many NGOs and peer support groups that have helped educate the public. It is hoped that in the future there will be more activities from both the government and the community to combat HIV infection.

Risk Communication

Considering the objectives of hayVee's communication above, the ultimate goal of hayVee is behavior change. Coppola and Maloney (2017) explain that in communication risk behavior change is a component of attitude change, so to be able to change behavior as a whole, it takes attitude change with cognitive, affective, and then behavioral components.

In terms of media for communicating HIV/AIDS risks, due to the complexity of the issues at hand, hayVee uses various channels to spread its message. The channel is divided into two, online channel and offline channel. Twitter social media really helps hayVee in disseminating its information. Because the features presented such as Threads can make the Twitter account @hayVeelD provide detailed information and provide reading comfort to the audience. On Twitter, it is also easier to reach many people, because with the retweets, likes and replies features, tweets distributed by the Twitter account @hayVeelD can appear on the profiles of people who retweet or like or reply so that their reach is quite broad. It is evident from the impression that the account reached 174,000

likes/replies. Table 3 and 4 illustrate the summary of desired cognitive, affective and behavioral messages @hayVeelD conveyed to their audiences/followers and the informants' responses.

Table 3. Summary of attitude change communicated by Twitter account @hayVeelD

Change of Attitude	Messages
Cognitive	The knowledge conveys about HIV, how it is transmitted, and how the medical treatments that are available. In the future, hayVee also wants to discuss about the reproductive health and health mental; because both aspects are related to HIV as well.
Affective	The value that was conveyed; is that even people with HIV can still interact, do activities, and live in the same place with non-people with HIV.
Behavioural	The behavior that is expected to be implemented is a lifestyle that is safe from the risk of transmitting the HIV virus, as well as VCT (Voluntary Counseling and Testing) if you feel you have done risky activities transmission as a form of anticipation.

Source: Research Doc.

In terms of evaluation in its strategic communication, so far, hayVee evaluated its content. Because their goals and objectives are based on offline and online strategies, one of which is content created on social media including the Twitter account of @hayVeelD. Hopefully, by evaluating the content, the obstacles and shortcomings can be seen and dealt for the future.

Table 4. Summary of attitude change communicated by Twitter account @hayVeelD

Change of Attitude	Messages	Informant 1	Informant 2
Cognitive	The knowledge conveys about HIV, how it is transmitted, and how the medical treatments that are available. In the future, hayVee also wants to discuss about the reproductive health and health mental, because both aspects are related to HIV as well	Handling for friends PLHIV and PLWHA (become support systems)	Information about the contagion that was wrong before and now it is more precise (previously thinking that the saliva can transmit the virus; but now it is known that the virus can transmit through syringe and unsafe sexual intercourse)
Affective	The value that was conveyed: even people with HIV can still interact, do activities, and live in the same place with non-people with HIV	No value is new because informant's reason in following the Twitter account @hayVeelD has the same value with the account that is: do not want to differentiate the PLHIV and PLWHA	Obtain new value, which is the informant will not care about people's status; because the informant already knows how the virus is transmitted; hence the informant feels no need to be afraid to get infected
Behavioral	The behavior that is expected to be implemented is a lifestyle that is safe from the risk of transmitting the HIV virus, as well as VCT (Voluntary Counseling and Testing) if you feel you have done risky activities that may transmit the virus as a form of anticipation	Invite friends to do the VCT (Voluntary Counseling and Testing) and be best buddy after knowing that the friend infected by HIV	The informant admitted applying safe/no risk sexual behavior after obtaining knowledge and following the Twitter account @hayVeelD

Source: Research Doc.

The definition of strategic communication in the discussion earlier; namely a collection of plans to achieve a goal related to publication, persuasion, and can be carried out by all types of groups; then hayVee has implemented its communication strategy. Because hayVee's goal is to help people living with HIV in real terms, such as for example so that they do not stop taking medication and prevent the younger generation from getting infected with the HIV virus with educational content on the Twitter account @hayVeelD and other channels.

The strategic communication applied by hayVee is in accordance with the communication strategy planning theory proposed by Patterson and Radtke (2009). However, there are still some aspects that are inaccurate or incomplete, such as communication objectives that are less measurable, and the time period for achieving the communication objectives has not been included. The strategies used in the Twitter account @hayVeelD lies in their content, which is packaged in an interesting and deep way. Their programs include hayPedia, hayFunFact, hayStory, hayLeisure, hayTwit and publications on hayTrip. hayPedia content is very popular with followers of the Twitter account @hayVeelD seen from traffic and engagement on Twitter and invitations for collaboration from other parties who use hayPedia.

Based on the definition of risk communication that was as well discussed earlier, it is a form of one-way or two-way information dissemination to prevent a hazard from occurring and is carried out by many parties. Thus, hayVee is one of the parties that disseminates information in one and two directions; hence people living with HIV do not stop taking drugs and the younger generation can avoid HIV virus infection. One-way information dissemination occurs when hayVee is publishing their content on social media, one of which is through the Twitter account @hayVeelD. Meanwhile, the two-way distribution of information occurs when hayVee is carrying out their offline program (hayTrip). Two-way information dissemination also occurs online through the reply and direct message features of their social media, one of which is the Twitter account @hayVeelD.

CONCLUSION

To complete the objectives that exist in the concept of communication strategy. The researchers promulgate that the purpose of hayVee to disseminate information about HIV/AIDS on Twitter is to educate internet citizens (netizens), so that they can be educated and apply it to their lives. Thus, the concept of risk communication is appropriate to complement the objectives of the communication strategy. In the concept of risk communication, Coppola and Maloney (2017) describe the components that can change attitudes, including cognitive, affective and behavior. Cognitive components communicated by hayVee are knowledge about HIV, modes of transmission, medications, and others. Affective always emphasizes the value of equality between people living with HIV and non-PLWV. The behavioral component emphasizes a safe lifestyle, doing VCT if risky activities are being carried out. Looking at another perspective, namely the audience, in this case the followers of the Twitter account @hayVeelD, the informant admitted that he got a lot of new knowledge (cognitive aspects). The knowledge is in the form on how to be a good friend to people living with HIV and the transmission of the HIV virus itself.

However, the first informant did not get a new value after following the Twitter account @hayVeelD, because the informant claimed to have the same value as communicated by the Twitter account @hayVeelD. While the second informant did not look at a person's HIV status since following the account. Then, the first informant admitted that after receiving knowledge about how to be a good friend to people living with HIV, the informant applied it and until now the informant has a good relationship with his friend who is categorized as people with HIV. The second informant claimed to have implemented safe sex behavior after knowing how the HIV virus was transmitted. Based on the description above, it can be concluded that the Twitter account @hayVeelD can be used as a strategy to communicate HIV/AIDS health risks. The account is used as a medium for disseminating information that can change a person's cognitive, affective and behavioral components through their programs on Twitter.

The account is already performing well; but there are things that can be improved in several aspects like a time limit aspect, campaign measurement, and the content strategy itself. Below is the research recommendation to improve @hayVeelD account: (i) set a measurable goal and time limit on it. For example: the hayVee audience could contribute to create a user generated content to

broadening the information by the year of 2025; (ii) to reach the audience more, the account should have several exciting giveaways. But they should set the requirement to win the giveaway. For example: the prospective winner should follow the twitter account, retweet and like the giveaway poster, and they should create a tweet mentioning the hayVee account to express their understanding about HIV and AIDS. It can be a winning solution to measure the audience's knowledge, spread the information and also to gain new followers; and (iii) in terms of communication campaigns, it is necessary to have collaboration with other stakeholders that have the same objective. Hence, it is recommended to expand the channel like engaging with the mass media to educate broader audience, create a webinar with NGO, expert and even the government to talk about HIV/AIDS.

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