

DAFTAR PUSTAKA

- Ahmad, S., Putri, R., & Sari, D. (2021). Cultural factors in HIV prevention communication: Indonesian context analysis. *Asian Journal of Health Communication*, 7(1), 34-48.
- Alodokter. (2014, July 18). HIV dan AIDS. Alodokter. <https://www.alodokter.com/hiv-aids>
- Alyafei, A., & Easton-Carr, R. (2025). The Health Belief Model of Behavior Change. In StatPearls. StatPearls Publishing. <http://www.ncbi.nlm.nih.gov/books/NBK606120/>
- Aral, S., Rao, A., Sullivan, P., Phaswana-Mafuya, N., Diouf, D., Millett, G., ... & Beyrer, C. (2019). The disconnect between individual-level and population-level HIV prevention benefits of antiretroviral treatment. *The Lancet HIV*, 6(9), e632-e638.
- Asyari, D. P., Wahyuni, A., & Harmen, E. L. (2024). Stigma Sosial dan Dampaknya pada Akses Layanan Kesehatan bagi Penderita HIV/AIDS Di Indonesia. *Applicare Journal*, 1(4), 50–56. <https://doi.org/10.37985/apj.v1i4.11>
- Astuti, R., & Suprayogi, A. (2020). Multi-channel communication strategies in Indonesian primary healthcare settings. *Indonesian Journal of Health Communication*, 15(2), 89-104.
- Azzahra, F., Hasbie, N. F., Purwaningrum, R., & Farich, A. (2024). Analisis Hubungan Health Belief Model Dengan Faktor Kepatuhan Minum Obat Pada Pasien HIV AIDS Di Puskesmas Sukaraja. *Jurnal Medika Malahayati*, 8(4), 742–753. <https://doi.org/10.33024/jmm.v8i4.15768>
- Badan Pusat Statistik Kota Lhokseumawe. (2024). Kecamatan Muara Satu Dalam Angka 2024 (Vol. 15). Badan Pusat Statistik Kota Lhokseumawe. <https://lhokseumawekota.bps.go.id/id/publication/2024/09/26/856456790bfe05ffd522194f/kecamatan-muara-satu-dalam-angka-2024.html>
- Berger, C. R. (2015). Planning Theory. In *The International Encyclopedia of Interpersonal Communication* (pp. 1–9). John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781118540190.wbeic036>
- Berry, D. (2006). *Health Communication: Theory and Practice*. McGraw-Hill Education (UK).
- Bria, Dr. M. D. (2022, December 9). STOP HIV/AIDS : Kenali Penyakitnya, Hindari Penularannya dengan ABCDE. Rotendaokab. <https://rotendaokab.go.id/stop-hiv-aids-kenali-penyakitnya-hindari-penularannya-dengan-abcde.php>

- Cangara, H. (2017). *Perencanaan dan strategi komunikasi (Edisi Revisi)*. Rajawali Pers.
- Champion, V. L., & Skinner, C. S. (2018). The health belief model. In K. Glanz, B. K. Rimer, & K. Viswanath (Eds.), *Health behavior: Theory, research, and practice* (5th ed., pp. 75-94). Jossey-Bass.
- Denison, J. A., O'Reilly, K. R., Schmid, G. P., Kennedy, C. E., & Sweat, M. D. (2019). HIV voluntary counseling and testing and behavioral risk reduction in developing countries: A meta-analysis, 1990–2005. *AIDS and Behavior*, 12(3), 363-373.
- Dhamartika, T., Jaiz, M., & Muldi, A. (2018). STRATEGI KOMUNIKASI DALAM PENCEGAHAN HIV/AIDS DI PROVINSI BANTEN (Studi Deskriptif Kualitatif Pada Komisi Penanggulangan AIDS Provinsi Banten dengan Menggunakan Model Perencanaan Komunikasi Philip Lesly) [Other, Universitas Sultan Ageng Tirtayasa]. <http://kom.fisip-untirta.ac.id>
- Effendy, O. U. (2019). *Ilmu komunikasi: Teori dan praktek (Edisi Revisi)*. Remaja Rosdakarya.
- Eril, E. (2022, March 10). Rencana Aksi Nasional Pencegahan Dan Pengendalian HIV AIDS Dan PIMS Di Indonesia Tahun 2020-2024. Jaringan Indonesia Positif. <https://jip.or.id/rencana-aksi-nasional-pencegahan-dan-pengendalian-hiv-aids-dan-pims-di-indonesia-tahun-2020-2024/>
- Fadhila, A. N., Siswadi, I., Chairunnisa, D., & Kamil, A. R. (2023). Faktor-Faktor yang Berhubungan dengan Stigma Masyarakat Terhadap Orang dengan HIV/AIDS (ODHA). *Indonesian Journal of Nursing Sciences and Practice*, 2(2), pp65-72. <https://doi.org/10.24583/ijnsp.5.2.65-72>
- Fonner, V. A., Armstrong, K. S., Kennedy, C. E., O'Reilly, K. R., & Sweat, M. D. (2021). School based sex education and HIV prevention in low-and middle-income countries: A systematic review and meta-analysis. *PLoS One*, 9(3), e89692.
- Ford, N., Irvine, C., Shubber, Z., Baggaley, R., Beanland, R., Vitoria, M., ... & Doherty, M. (2022). Adherence to HIV post-exposure prophylaxis: A systematic review and meta-analysis. *AIDS*, 28(18), 2721-2727.
- Furna, P. Z. (2025, May 16). Penderita HIV di Lhokseumawe Capai 96 Orang, AIDS 60 Kasus. *AJNN.net*. <https://www.ajnn.net/news/penderita-hiv-di-lhokseumawe-capai-96-orang-aids-60-kasus>
- Glanz, K., Rimer, B. K., & Viswanath, K. (2021). *Health behavior: Theory, research, and practice* (6th ed.). Jossey-Bass Publishers.
- Haberland, N., & Rogow, D. (2019). Sexuality education: Emerging trends in evidence and practice. *Journal of Adolescent Health*, 56(1), S15-S21.

- Hakim, L. (2025, May 18). Reduksi Data Adalah: Teknik, Manfaat, dan Contoh. Deepublish Store. <https://deepublishstore.com/blog/reduksi-data/>
- Hearst, N., & Chen, S. (2019). Condom promotion for AIDS prevention in the developing world: Is it working? *Studies in Family Planning*, 35(1), 39-47.
- Irmansyah, M. I. (2023). Strategi Komunikasi Kesehatan Puskesmas Kecamatan Ciracas Jakarta Timur Dalam Upaya Menjaga Kesehatan Remaja Terkait Penularan Virus HIV/AIDS [Skripsi, Universitas Gunadarma]. <https://library.gunadarma.ac.id/repository/strategi-komunikasi-kesehatan-puskesmas-kecamatan-ciracas-jakarta-timur-dalam-upaya-menjaga-kesehatan-remaja-terkait-penularan-virus-hiv-aids-skripsi>
- Janz, N. K., & Becker, M. H. (1984). The Health Belief Model: A decade later. *Health Education Quarterly*, 11(1), 1-47. <https://doi.org/10.1177/109019818401100101>
- Johnson, R. T., & Williams, S. M. (2022). Digital integration in health communication: Evidence from HIV prevention campaigns. *International Journal of Public Health Communication*, 8(3), 112-128.
- Kementerian Kesehatan Republik Indonesia. (2014). Peraturan Menteri Kesehatan Nomor 75 Tahun 2014 tentang Pusat Kesehatan Masyarakat. Kementerian Kesehatan Republik Indonesia. <https://peraturan.bpk.go.id/details/139202/permenkes-no-75-tahun-2014>
- Kementerian Kesehatan Republik Indonesia. (2020). Rencana Aksi Nasional Pencegahan Dan Pengendalian HIV AIDS Dan PIMS Di Indonesia Tahun 2020-2024. Kementerian Kesehatan Republik Indonesia. <https://hivaids-pimsindonesia.or.id/ran-pengendalian-hiv-aids--pims-di-indonesia-tahun-20202024>
- Kementerian Kesehatan Republik Indonesia. (2021). Pedoman nasional pencegahan penularan HIV dari ibu ke anak (PPIA). Jakarta: Ditjen P2P Kemenkes RI.
- Kementerian Kesehatan Republik Indonesia. (2022a). Peraturan Menteri Kesehatan Nomor 23 Tahun 2022 tentang Penanggulangan Human Immunodeficiency Virus, Acquired Immuno-Deficiency Syndrome, dan Inkubasi Menular Seksual. Kementerian Kesehatan Republik Indonesia. <https://peraturan.bpk.go.id/Details/245543/permenkes-no-23-tahun-2022>
- Kementerian Kesehatan Republik Indonesia. (2022b). Strategi dan rencana aksi nasional penanggulangan HIV dan AIDS 2020-2024. Jakarta: Kemenkes RI.
- Kementerian Kesehatan Republik Indonesia. (2025a). AIDS. Ayosehat Kemenkes. <https://ayosehat.kemkes.go.id/topik-penyakit/hivaids--ims/aids>

- Kementerian Kesehatan Republik Indonesia. (2025b). Berani Tes, Berani Lindungi Diri, Kemenkes Targetkan Eliminasi HIV dan IMS Tahun 2030. Kemkes. <https://kemkes.go.id/id/berani-tes-berani-lindungi-diri-kemenkes-targetkan-eliminasi-hiv-dan-ims-tahun-2030>
- Khazaeian, S., Navidian, A., Sanavi, F. S., & Hadipoor, L. (2020). Investigating the effect of education on man immunodeficiency virus/acquired immune deficiency syndrome preventive behaviors in vulnerable women living in peripheral neighborhoods: Applications of the health belief model. *Journal of Education and Health Promotion*, 9, 302. https://doi.org/10.4103/jehp.jehp_325_20
- Kotler, P., & Roberto, E. L. (2019). *Social Marketing: Strategies for Changing Public Behavior*. New York: Simon & Schuster.
- Kreps, G. L., & Thornton, B. (2022). *Health communication: Theory, method, and application* (7th ed.). Routledge.
- Kusumawardani, N., Soerachman, R., Laksono, A. D., Indrawati, L., H., P. S., & Paramita, A. (2015). *Penelitian Kualitatif Di Bidang Kesehatan* (3rd ed.). PT Kanisius.
- Lewis. (2024, September 4). *Macam-Macam Teknik Analisis Data Kualitatif dalam Penelitian*. Fanruan. <https://www.fanruan.com/id/blog/teknik-analisis-data-kualitatif>
- Lhokseumawe, D. K. K. (2024, April 26). *Visi dan Misi*. DINAS KESEHATAN. <https://dinkes.lhokseumawekota.go.id/profil/read/visi-dan-misi-202404261714143564>
- Line1News. (2024, February 25). *Pimpinan DPRK Lhokseumawe Apresiasi Pelayanan Kesehatan Puskesmas Muara Satu Hingga Raih Predikat PARIPURNA dari Kemenkes RI*. Line1News. <https://line1.news/pimpinan-dprk-lhokseumawe-apresiasi-pelayanan-kesehatan-puskesmas-muara-satu-hingga-raih-predikat-paripurna-dari-kemenkes-ri/>
- Littlejohn, S. W., & Foss, K. A. (2010). *Theories of Human Communication: Tenth Edition*. Waveland Press.
- MacArthur, G. J., van Velzen, E., Palmateer, N., Kimber, J., Pharris, A., Hope, V., ... & Hutchinson, S. J. (2022). Interventions to prevent HIV and Hepatitis C in people who inject drugs: A review of reviews to assess evidence of effectiveness. *The International Journal on Drug Policy*, 51, 72-84.
- Masjidi, I., Batara, A. S., & Asrina, A. (2025). Hubungan Komunikasi dengan Pencegahan HIV AIDS pada Pasien Poli Gigi Puskesmas dan Rumah Sakit di Kabupaten Bulukumba. *An Idea Health Journal*, 5(02), 133–138. <https://doi.org/10.53690/ihj.v5i02.468>

- Media, Y. (2016). Pengembangan Strategi Dalam Upaya Penanggulangan HIV/AIDS Melalui Pendekatan Sosial Budaya Di Kota Bukittinggi, Sumatera Barat. *Jurnal Ekologi Kesehatan*, 15(1). <https://doi.org/10.22435/jek.v15i1.4139.1-14>
- Menurut.id. (2023). Pengertian Puskesmas Menurut Depkes PDF: Memahami Fungsi dan Peranannya dalam Pelayanan Kesehatan Masyarakat. Menurut.id. <https://www.menurut.id/pengertian-puskesmas-menurut-depkas-pdf>
- Merchant, R. M., & Lurie, N. (2020). Social media and emergency preparedness in response to novel coronavirus. *Journal of the American Medical Association*, 323(20), 2011-2012.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2013). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). SAGE Publications.
- Molina, J. M., Capitani, C., Spire, B., Pialoux, G., Cotte, L., Charreau, I., ... & ANRS IPERGAY Study Group. (2021). On-demand preexposure prophylaxis in men at high risk for HIV-1 infection. *New England Journal of Medicine*, 373(23), 2237-2246.
- Moleong, L. J. (2019). *Metodologi penelitian kualitatif—2019 (Revisi)*. PT Remaja Rosdakarya.
- Notoatmodjo, S. (2018). *Promosi kesehatan dan perilaku kesehatan (Edisi Revisi)*. Rineka Cipta.
- P, M. A. C., Achjar, K. A. H., Ningsi, Rusliyadi, M., Zaenurrosyid, A., Rumata, N. A., Nirwana, I., & Abadi, A. (2023). *METODE PENELITIAN KUALITATIF: Panduan Praktis untuk Analisis Data Kualitatif dan Studi Kasus*. PT. Sonpedia Publishing Indonesia.
- Parks, M. J., Chen, L., & Anderson, K. R. (2021). Effectiveness of COMBI approach in HIV prevention communication: A systematic review of developing countries. *Journal of Health Communication*, 26(4), 245-261.
- Pemerintah Kota Lhokseumawe. (2020). Qanun Kota Lhokseumawe No. 9 Tahun 2020 Tentang Perubahan Atas Qanun Kota Lhokseumawe No. 7 Tahun 2018 Tentang Rencana Pembangunan Jangka Menengah Kota Lhokseumawe Tahun 2017-2022. Pemerintah Kota Lhokseumawe. https://bappeda.lhokseumawekota.go.id/assets/upload/file/2_Perubahan_RPJM_Lhokseumawe_2017-2022_Qanun.pdf
- Platt, L., Minozzi, S., Reed, J., Vickerman, P., Hagan, H., French, C., ... & Hickman, M. (2020). Needle syringe programmes and opioid substitution therapy for preventing hepatitis C transmission in people who inject drugs. *Cochrane Database of Systematic Reviews*, (1).

- Praptoraharjo, I. (2016). Kebijakan & program HIV & AIDS dalam sistem kesehatan di Indonesia (Cetakan pertama). Pusat Kebijakan & Manajemen Kesehatan, Fakultas Kedokteran, Universitas Gadjah Mada.
- Priscilla, C. A., Dharta, F. Y., & Lubis, F. O. (2023). Strategi Komunikasi Program Generasi Berencana Dalam Sosialisasi Pencegahan Pernikahan Dini Pada Remaja di DKI Jakarta. *Jurnal Ilmiah Wahana Pendidikan*, 9(19), 160–168. <https://doi.org/10.5281/zenodo.8388303>
- Puskesmas Muara Satu. (n.d.). Puskesmas Muara Satu. Puskesmas Muara Satu. Retrieved August 13, 2025, from <https://puskesmasmuarasatu.blogspot.com/>
- Raziansyah, R., & Rahmi, A. (2021). Stigma Sosial Dan Stigma Psikologis Masyarakat Kepada Penderita HIV AIDS Di Wilayah Kerja Puskesmas Martapura 1. *Jurnal Ilmu Kesehatan Insan Sehat*, 9(2), 57–63. <https://doi.org/10.54004/jikis.v9i2.21>
- Rezkia, S. M. (2020, September 11). Langkah-Langkah Menggunakan Teknik Analisis Data Kualitatif. Dqlab. https://dqlab.id/data-analisis-pahami-teknik-pengumpulan-data?utm_source=chatgpt.com
- Rimal, R. N., & Lapinski, M. K. (2022). A re-explication of social norms, ten years later. *Communication Theory*, 32(4), 567-592.
- Rodriguez, C., & Kim, H. J. (2022). Community-based participatory approaches in health communication planning. *International Journal of Community Health*, 19(3), 156-171.
- Rogers, E. M. (2020). *Diffusion of innovations* (6th ed.). Free Press.
- Rueda, S., Mitra, S., Chen, S., Gogolishvili, D., Globberman, J., Chambers, L., ... & Rourke, S. B. (2020). Examining the associations between HIV-related stigma and health outcomes in people living with HIV/AIDS: A series of meta-analyses. *BMJ Open*, 6(7), e011453.
- Schiavo, R. (2021). *Health communication: From theory to practice* (3rd ed.). Jossey-Bass.
- Sean. (2024, December 23). Apa itu Analisis Kualitatif? Arti, Metode, dan Jenisnya. <https://www.fanruan.com/id/glossary/analisis-data/analisis-kualitatif>
- Siberry, G. K., Williams, P. L., Mendez, H., Seage III, G. R., Jacobson, D. L., Hazra, R., ... & PHACS Study Team. (2020). Safety of tenofovir use during pregnancy: Early growth outcomes in HIV-exposed uninfected infants. *AIDS*, 26(9), 1151-1159.

- Soto Mas, F., Lacoste Marín, J. A., Papenfuss, R. L., & Gutiérrez León, A. (1997). [The health belief model. A theoretical approach to the prevention of AIDS]. *Revista Espanola De Salud Publica*, 71(4), 335–341.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (13th ed., Vol. 67). CV. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D* (1st ed.). Alfabeta.
- Tarkang, E. E., & Zotor, F. B. (2015). Application of the Health Belief Model (HBM) in HIV Prevention: A Literature Review. *Central African Journal of Public Health*, 1(1), 1–8. <https://doi.org/10.11648/j.cajph.20150101.11>
- UNAIDS. (2022). *Global AIDS update 2022: The path that ends AIDS*. Geneva: Joint United Nations Programme on HIV/AIDS.
- UNAIDS. (2025). *Global HIV & AIDS Statistic: Fact Sheet*. UNAIDS.
- UNESCO. (2020). *International technical guidance on sexuality education: An evidence-informed approach*. Paris: UNESCO Publishing.
- UNODC. (2021). *World drug report 2021: Drug use and health consequences*. Vienna: United Nations Office on Drugs and Crime.
- Viswanath, K., & Ackerson, L. K. (2021). Race, ethnicity, language, social class, and health communication inequalities: A nationally-representative cross-sectional study. *PLoS ONE*, 16(2), e0246134.
- Weller, S., & Davis-Beaty, K. (2020). Condom effectiveness in reducing heterosexual HIV transmission. *Cochrane Database of Systematic Reviews*, (1).
- WHO. (2025a). HIV and AIDS. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/hiv-aids>
- WHO. (2025b). HIV statistics, globally and by WHO region: Information sheet. WHO. https://cdn.who.int/media/docs/default-source/hq-hiv-hepatitis-and-stis-library/who-ias-hiv-statistics_2025-new.pdf
- Wilson, K. P., Brown, A. S., & Davis, J. M. (2023). Interprofessional collaboration in health communication: A systematic approach. *Journal of Collaborative Healthcare*, 11(4), 203-219.
- World Health Organization. (2022). *Consolidated guidelines on HIV testing services for a changing epidemic*. Geneva: WHO Press.
- World Health Organization. (2023a). *HIV prevention, diagnosis, treatment and care*

- World Health Organization. (2023b). Infodemic management: A key component of the COVID-19 global response. WHO Press.
- Wsk, G. (2025, June 16). Informan dalam Penelitian: Kunci Wawasan Berharga. WikiElektronika.Com. <https://wikielektronika.com/informan-dalam-penelitian-adalah/>
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Dinas Kesehatan Provinsi Aceh. (2024). *Laporan surveilans HIV/AIDS Provinsi Aceh tahun 2023*. Banda Aceh: Dinkes Aceh.
- Fishbein, M. (2000). The role of theory in HIV prevention. *AIDS Care*, 12(3), 273-278.
- Kementerian Kesehatan RI. (2023). *Laporan perkembangan HIV/AIDS dan infeksi menular seksual (IMS) triwulan IV tahun 2023*. Jakarta: Ditjen P2P Kemenkes RI.
- Kreps, G. L. (2020). The evolution and advancement of health communication inquiry. *Communication Studies*, 71(4), 643-655.
- Laranjo, L., Arguel, A., Neves, A. L., Gallagher, A. M., Kaplan, R., Mortimer, N., ... & Lau, A. Y. (2015). The influence of social networking sites on health behavior change: a systematic review and meta-analysis. *Journal of the American Medical Informatics Association*, 22(1), 243-256.
- Schillinger, D., Piette, J., Grumbach, K., Wang, F., Wilson, C., Daher, C., ... & Bindman, A. B. (2003). Closing the loop: physician communication with diabetic patients who have low health literacy. *Archives of Internal Medicine*, 163(1), 83-90.
- Berger, C. R. (1988). Plans and the initiation of social relationships. *Human Communication Research*, 14(4), 555-576.
- Berger, C. R. (1997). *Planning strategic interaction: Attaining goals through communicative action*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Berger, C. R. (2000). Goal detection and efficiency: Neglected aspects of message production. *Communication Theory*, 10(2), 156-166.
- Berger, C. R. (2015). Planning theory. Dalam *The International Encyclopedia of Communication Theory and Philosophy*. Wiley Online Library.
- Berger, C. R., & Burgoon, M. (Eds.). (1995). *Communication and social influence processes*. East Lansing: Michigan State University Press.
- Braithwaite, D. O., & Berger, C. R. (2008). Planning theory of communication: Goal attainment through communicative action. Dalam *Engaging theories*

- in interpersonal communication: Multiple perspectives* (hal. 89-102). Sage Publications.
- Dillard, J. P. (2004). The goals-plans-action model of interpersonal influence. Dalam J. S. Seiter & R. H. Gass (Eds.), *Perspectives on persuasion, social influence, and compliance gaining* (hal. 185-206). Boston: Allyn and Bacon.
- Waldron, V. R. (1997). Toward a theory of interactive conversational planning. Dalam J. O. Greene (Ed.), *Message production: Advances in communication theory* (hal. 195-220). Mahwah, NJ: Lawrence Erlbaum Associates.
- Wilson, S. R. (2002). *Seeking and resisting compliance: Why people say what they do when trying to influence others*. Thousand Oaks, CA: Sage Publications.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). *Effective Public Relations*. 11th Edition. Boston: Pearson Education.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. 17th Edition. Boston: Pearson Education.
- Likely, F., & Watson, T. (2013). Measuring the edifice: Public relations measurement and evaluation practice over the course of 40 years. *Public Relations Perspectives: Defining the Discipline for the 21st Century*, 143-162.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. 6th Edition. London: SAGE Publications.
- Berger, C. R. (1997). *Planning strategic interaction: Attaining goals through communicative action*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Berger, C. R. (2000). Goal detection and efficiency: Neglected aspects of message production. *Communication Theory*, 10(2), 156-166.
- Bernhardt, J. M. (2004). Communication at the core of effective public health. *American Journal of Public Health*, 94(12), 2051-2053.
- Braithwaite, D. O., & Berger, C. R. (2008). Planning theory of communication: Goal attainment through communicative action. Dalam *Engaging theories in interpersonal communication: Multiple perspectives* (hal. 89-102). Sage Publications.

- Coffman, J. (2002). *Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities*. Cambridge, MA: Harvard Family Research Project.
- Ditjen P2P Kemenkes. (2021). *Laporan perkembangan HIV/AIDS dan penyakit infeksi menular seksual (PIMS) triwulan IV tahun 2021*. Jakarta: Kementerian Kesehatan RI.
- Fishbein, M., & Cappella, J. N. (2006). The role of theory in developing effective health communications. *Journal of Communication*, 56(1), 1-17.
- Freimuth, V. S., Cole, G., & Kirby, S. D. (2008). Issues in evaluating mass media-based health communication campaigns. Dalam R. E. Rice & C. K. Atkin (Eds.), *Public communication campaigns* (hal. 419-434). Thousand Oaks, CA: SAGE Publications.
- Glanz, K., Rimer, B. K., & Viswanath, K. (2008). *Health behavior and health education: Theory, research, and practice*. 4th Edition. San Francisco: Jossey-Bass.
- Glasgow, R. E., Vinson, C., Chambers, D., Khoury, M. J., Kaplan, R. M., & Hunter, C. (2012). National Institutes of Health approaches to dissemination and implementation science: Current and future directions. *American Journal of Public Health*, 102(7), 1274-1281.
- Herek, G. M. (2002). Thinking about AIDS and stigma: A psychologist's perspective. *Journal of Law, Medicine & Ethics*, 30(4), 594-607.
- Hornik, R. C. (2002). *Public health communication: Evidence for behavior change*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Kementerian Kesehatan RI. (2019). *Pedoman nasional pelayanan kedokteran tata laksana HIV*. Jakarta: Direktorat Jenderal Pencegahan dan Pengendalian Penyakit.
- Korda, H., & Itani, Z. (2013). Harnessing social media for health promotion and behavior change. *Health Promotion Practice*, 14(1), 15-23.
- Kotler, P., & Lee, N. (2008). *Social marketing: Influencing behaviors for good*. 3rd Edition. Thousand Oaks, CA: SAGE Publications.
- Kreuter, M., Farrell, D., Olevitch, L., & Brennan, L. (2007). *Tailoring health messages: Customizing communication with computer technology*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013). A new dimension of health care: Systematic review of the uses, benefits, and limitations of social media for health communication. *Journal of Medical Internet Research*, 15(4), e85.

- Noar, S. M. (2006). A 10-year retrospective of research in health mass media campaigns: Where do we go from here? *Journal of Health Communication*, 11(1), 21-42.
- Rice, R. E., & Atkin, C. K. (2013). *Public communication campaigns*. 4th Edition. Thousand Oaks, CA: SAGE Publications.
- Rimal, R. N., & Lapinski, M. K. (2009). Why health communication is important in public health. *Bulletin of the World Health Organization*, 87(4), 247-247a.
- Singhal, A., & Rogers, E. M. (2003). *Combating AIDS: Communication strategies in action*. Thousand Oaks, CA: SAGE Publications.
- Snyder, L. B. (2007). Health communication campaigns and their impact on behavior. *Journal of Nutrition Education and Behavior*, 39(2), 32-40.
- Thomas, R., Lorenzetti, D., & Spragins, W. (2017). Systematic review of the effectiveness of social marketing interventions to improve HIV testing among men who have sex with men. *AIDS and Behavior*, 21(10), 2675-2687.
- UNAIDS. (2020). *Global AIDS strategy 2021-2026: End inequalities, end AIDS*. Geneva: Joint United Nations Programme on HIV/AIDS.
- Valente, T. W. (2002). *Evaluating health promotion programs*. Oxford: Oxford University Press.
- WHO. (2018). *Consolidated guidelines on HIV prevention, diagnosis, treatment and care for key populations*. Geneva: World Health Organization.
- Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. *Health Education & Behavior*, 27(5), 591-615.
- American Academy of HIV Medicine. (2025). *Fundamentals of HIV Medicine 2025 Edition*. Johns Hopkins University Press.
- Bartlett, J. G., & Gallant, J. E. (2009). *Medical Management of HIV Infection*. Johns Hopkins Medicine Health Publishing Business Group.
- Greene, W. C., & Pauza, C. D. (2012). *Global HIV/AIDS Medicine*. Elsevier Health Sciences.
- Hoffman, C., Rockstroh, J. K., & Kamps, B. S. (2014). *HIV Medicine 2014*. Flying Publisher.

Kementerian Kesehatan Republik Indonesia. (2024). *Profil Informasi Manajemen Sistem (PIMS) HIV/AIDS di Indonesia Tahun 2020-2024*. Direktorat Jenderal Pencegahan dan Pengendalian Penyakit.

Sande, M. A., & Volberding, P. A. (2011). *The Medical Management of AIDS* (8th ed.). W.B. Saunders Company.

Volberding, P. A., Greene, W. C., Lange, J. M., Gallant, J. E., & Sewankambo, N. (2012). *Sande's HIV/AIDS Medicine: Medical Management of AIDS* (2nd ed.). Elsevier Health Sciences.

Bartholomew, L. K., Parcel, G. S., Kok, G., Gottlieb, N. H., & Fernández, M. E. (2011). *Planning Health Promotion Programs: An Intervention Mapping Approach* (3rd ed.). Jossey-Bass.

Fishbein, M., & Ajzen, I. (2010). *Predicting and Changing Behavior: The Reasoned Action Approach*. Psychology Press.

Green, L. W., & Kreuter, M. W. (2005). *Health Program Planning: An Educational and Ecological Approach* (4th ed.). McGraw-Hill.

Miller, W. R., & Rollnick, S. (2013). *Motivational Interviewing: Helping People Change* (3rd ed.). Guilford Press.

Notoatmodjo, S. (2010). *Promosi Kesehatan dan Perilaku Kesehatan*. Rineka Cipta.

Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.

Crano, W. D., & Prislin, R. (2006). *Attitudes and Persuasion*. Annual Review of Psychology.

Littlejohn, S. W., & Foss, K. A. (2011). *Theories of Human Communication* (10th ed.). Waveland Press.

McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th ed.). Sage Publications.

Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.

Severin, W. J., & Tankard, J. W. (2011). *Communication Theories: Origins, Methods, and Uses in the Mass Media* (5th ed.). Longman.

Berger, C. R., & Bradac, J. J. (1982). *Language and Social Knowledge: Uncertainty in Interpersonal Relations*. Edward Arnold.

DeFleur, M. L., & Ball-Rokeach, S. (1989). *Theories of Mass Communication* (5th ed.). Longman.

Miller, G. R., & Steinberg, M. (1975). *Between People: A New Analysis of Interpersonal Communication*. Science Research Associates.

Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.