

Communication Planning of HIV / AIDS Counselors in Reaching High Group Risk to Perform HCT Test In Padang

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Abstract. Negative stigma attached to people living with HIV & AIDS make the sufferers or the potentially infected people are reluctant to check their health. People with HIV must be given information about how to lead a healthy life. HCT (health counseling & test) is the only way to detect whether a person is infected with this virus or not. So, the presence of HIV & AIDS counselors is needed to persuade someone in a risk group of potentially infected people to follow HCT. It may lead to a good health communication planning for HCT that can run optimally. The research method used in this research is a qualitative approach, to investigate in depth about health communication planning counseling HIV & AIDS in reaching the community at risk of contracting the virus. The paradigm used in this research is constructivism. The subject of research in this study is the counselor of HIV & AIDS KPA Padang city which became the object of research from this research is health communication counseling HIV & AIDS. Communication activities between counselors and clients are conducting using interpersonal communication approach, to generate feelings of empathy, intimacy, and openness. Counselors are expected to have good interpersonal communication skills to build client confidence and to raise the awareness of clients for HIV. This matter also cannot be separate from strengthening the resilience and welfare of families and communities in religious and cultural values through dialogue and discussion.

Keywords: Health Counseling and Test (HCT), Communication Planning, HIV / AIDS Counselor, Risk Group.

1 Introduction

Development must have social consequences, such as poverty, crime and sexual as well as outbreaks. In the context of widespread sexual illness, West Sumatera Province is ranked eighth in the cumulative *rate* of AIDS in Indonesia. For Padang city, it based on Bappeda data (2013) there are 383 people with HIV and 39 people with AIDS [1]. The data is based on findings in the field; the actual number obtained will be more significant. The reluctance of the community to check itself was triggered among others due to the lack of information and social stigma in the community about this disease.

By testing, HIV & AIDS is the first step to prevention and care for people living with HIV & AIDS. For those who have been infected with the HIV can be treated by taking drugs. People with HIV can also be given information about how to lead a healthy life, and the disease is not transmitted to others. Data on people living with HIV & AIDS is also needed to map which

groups are likely to range in the transmission of the virus and what action can be taken to reduce the risk of contracting especially to the at-risk group. Studies conducted in sub-Saharan African countries found that in developing countries there are 20-30% of people with HIV & AIDS who are not aware that they have the virus [2]. The gap between the findings and facts in the field is also an evaluation of the organization that oversees the handling of HIV & AIDS.

The presence of HIV & AIDS counselors is needed so that the development of this disease can be muted. For that, *Komisi Penanggulangan AIDS* (KPA) of West Sumatra province to do various preventive measures to tackle this problem. One of them conducts HCT (*Health Counseling & Test*) training to train counselors to persuade community members who have done the risk of contracting the disease to be willing to take HIV & AIDS tests.

Therefore, it needs mature planning in order to capture people at risk of contracting HIV & AIDS. The role of the Padang HIV & AIDS counselor is urgently needed, but their numbers are currently very limited. Based on preliminary interviews of researchers monitoring evaluation (monev) KPA Padang, obtained information that groups of people at risk of contracting HIV & AIDS is divided into five: (1). HR (*high-risk men*), people at risk of contracting HIV & AIDS, (2). IDU (*injection drug user*), a drug user with a syringe, (3). MSM (*men sex men*), people who have same-sex sex with not using condoms, (4) TG (*transgender*), transvestites, and (5). *Sex worker*, commercial sex worker.

HCT (*health counseling & test*) is the only way to detect whether a person is infected with this virus or not. However, to be able to persuade someone to follow HCT is not an easy matter. Generally, people who fall into five categories of groups at risk of contracting it refused to follow it for various reasons, while the blood test cannot be done directly without through counseling first. Before the test, people were given basic knowledge about what and the language of the HIV & AIDS virus. Generally, people who will undergo the test will experience a mental shock; fear of the dangers of this virus will make the HCT participants experiencing stress. It is where the role of counselors KPA Padang city to be able to accompany HCT participants a little test can be done well and smoothly.

For that, needed a proper health communication planning for HCT can run optimally. Health communication planning that will be studied can be used as a reference by KPA counselor Padang city in reaching people who are at risk of contracting HIV & AIDS virus. This planning is, of course, different from other health communication planning because counselors should be able to reach the attention of people who are very close to their sexual behavior. In addition, the counselor should also be able to educate the public to be aware of the dangers of this virus since until now still not found a drug that can cure patients who contract HIV / AIDS virus 100%.

This paper is preliminary research of research on health communication planning of HIV & AIDS counselor in reaching high-risk group to perform HCT in Padang. The focus of this article discusses KPA communication planning using Philip Lesly's communication planning model.

2 Literature Review

2.1 Counseling

Counseling is a translation, and the word *counseling* has the meaning of a reciprocal relationship between two individuals, in which one (counselor) seeks to help the other (the client) to achieve an understanding of himself in connection with the problems he faces in the

future [3]. Meanwhile, counseling is the whole effort of assistance given counselor to the counselee so that he obtained self-concept and self-confidence, to be utilized by him in improving his behavior in the future. In the formation of a flexible concept of personality about himself, others, the opinions of others about himself, the goals to be achieved, and confidence [4].

Furthermore, counseling is a relief effort that is done with face-to-face between counselor and client that contains a business that is barrel, unique, human, which is done in an atmosphere and based on the prevailing norms, so that clients get the concept of din and self-confidence in improving his behavior in the present and possibly in the future. In addition, defines counseling is the assistance provided by the counselor to the client in order to eradicate the client problem [5]. In a face-to-face situation, there is a direct interaction between the counselor and the client. In-depth discussion of these issues is important to touch things on the client (even very important that may involve personal confidential client), the widespread nature includes many aspects relates to issues of the client, but also leads to the alleviation of the problem is a specific client.

Moreover, the various opinions mentioned above can be concluded, the definition of counseling is professional assistance provided by the counselor to the client face-to-face interaction directly in order to gain a better self-understanding, self-control ability, and direct to be utilized by it in order problem solving and improve his behavior in the future. The discussion of the problem in depth about the important things about clients is broadly covering various aspects of client issues and is specific to lead to the eradication of client problems are urgent.

The purpose of counseling is divided into two, namely general goals and special goals:

- **General Objectives:** The purpose of counseling services is to address the problems experienced by clients. Efforts to reduce this client's problem can be to reduce the intensity of the problem, reduce barriers and losses caused by the problem, and eliminate or eliminate the problem in question. With this counseling service, the client load is lightened, client capabilities are improved, and client potential is developed.
- **Specific Objectives:** The client understands the intricacies of the problem in depth and comprehensive, as well as positive and dynamic. Understanding is meant to lead to the development of perceptions and attitudes and activities to solved problems faced by clients. The development and maintenance of potential clients and the various positive elements that exist in it is the background understanding and eradication of the problem of the client. The development and maintenance of potential and positive elements that exist in the client, reinforced by the eradication of problems, and the development of other problems.

In a counseling process, the role of two interconnected parties, namely a counselor and a client who establish professional relationships.

- **Counselor:** The counselor is an expert in counseling, who has the authority and mandate professionally to carry out counseling services. In the counseling process, the counselor actively develops the counseling process through the operationalization of the approaches, techniques, and principles of counseling to kilen. In the counseling process, in addition to verbal speech media, counselors can also use written media, images, electronic media, and other learning media, as well as media development of behavior. All that the counselor attempted in ways that carefully and precisely, for the eradication of problems faced by clients.
- **Client:** The client is an individual who is experiencing problems, or at least going through something that he wants to convey to others. Clients bear some burden or experience a shortage to be filled, or there is something that wants and needs to be

developed on him/ her. Everything for the client to get the mood of thoughts and feelings that are lighter, gain added value, more meaningful life, and other positive things during his daily life in life as a whole.

2.2 HIV AIDS

HIV or *Human Immunodeficiency Virus* is a virus that attacks the white blood cells in the body (*lymphocytes*) that cause the decline of human immune. People in whose blood there is the HIV can look healthy and have not needed treatment. However, the person can transmit the virus to others when having risky sex and sharing syringes with others.

AIDS or *Acquired Immune Deficiency Syndrome* is a collection of symptoms of the disease that arise due to decreased immunity. AIDS is caused by HIV infection. Due to decreased immunity in a person then the person is very susceptible to diseases such as tuberculosis, various inflammations in the skin, lungs, digestive tract, brain, and cancer. AIDS stadium requires antiretroviral treatment (ARV) to reduce the amount of HIV in the body so it can be healthy again.

HIV can be transmitted to others, by:

- Through sex without using condoms to allow seminal fluid or vaginal fluids containing HIV into the body of the partner.
- From an HIV positive mother to her baby during pregnancy, labor and breastfeeding time.
- Through blood transfusion/blood products that have been contaminated with HIV. Through the use of injection equipment that has been contaminated with HIV, which is used interchangeably without sterilization, mainly occurs in sharing with syringes among injecting drug users (IDUs).

This HIV testing and counseling service is referred to as VCT (*Voluntary Counseling and Testing*). HIV testing is usually a blood test to confirm the presence of HIV antibodies in the blood sample. HIV testing is voluntary and confidential. Before performing an HIV test, counseling will be done to determine the risk of infection from the behavior so far and how it should behave after knowing the results of HIV testing. HIV infection is not a death sentence. AIDS can be prevented by antiretroviral or antiretroviral treatment. ARV treatment suppresses the rate of HIV development in the body so that people with HIV infection can be "healthy" or "symptom-free". However, the HIV is still present in the body and can still pass on to others.

2.3 Communication Planning Model Phillip Lesly

Philip Lesly's communication planning model consists of two main components, the organization that drives the action and the second is the public that is the target of the activity. The organizational component has four stages: analysis and research, policy formulation, program planning, communication activities.

Organizational management activities can be in the form of government agencies, private companies, or social organizations. In this research contest, the organization is the AIDS Prevention Commission (KPA). In the organizational component, the steps to be taken are Analysis and Research, Policy Formulation, Program Planning, and Communications Activities. Analysis and research are done as a first step to diagnose or know the problems faced, after that formulation of policies that include strategies to be used. At the planning stage of implementation, the resources to be mobilized are energy, funds, and facilities, while at the communication activity stage is the action that must be done, that is making and disseminating

information either through mass media or through other communication channels (group, traditional, new media, *focus group*, public).

The public is the second component of the organization's objectives. The public can vary depending on the type of activity of the organization. In this study, the public is specifically a risk group. In the Public component, the steps to be taken are feedback and evaluation or adjustment. Feedback can be known through research by distributing questionnaires, interviews, or *focus group discussions*. Its purpose is to know opinions, ideas, complaints, and suggestions from audiences. Based on opinions, ideas, complaints, and suggestions from the audiences are taken into consideration for decision making in the framework of improvement, improvement, and adjustment of programs to be undertaken by the organization or implementing agency. While the public component has two stages, namely: feedback and evaluation.

3 Research Method

The research method used on this research is a qualitative approach, this is done because researchers want to investigate in depth about health communication planning counseling HIV & AIDS in reaching the community at risk of contracting the virus. Good health communication planning can be obtained by qualitative research methods because researchers must obtain data in depth from existing informants with reference literature studies that researchers have.

The paradigm used in this research is constructivism. This paradigm comes in and understands proper health communication planning so that counselors can reach people at risk of contracting. Society acts as an agent that constructs in their social reality, either through giving meaning or understanding behavior in their own [6]. The subject of research in this study is the counselor of HIV & AIDS KPA Padang city which became the object of research from this research is health communication counseling counsel HIV & AIDS. The research informant is the counselor of HIV & AIDS of Pad city who selected purposively. Criteria of the selection of research informants are KPA counselor of Padang city who has a certificate of output counselor of the Ministry of Health of the Republic of Indonesia and has been a counselor when reaching the people who want to follow HCT.

4 Results and Discussion

4.1 Overview of HIV AIDS in Padang City

The HIV & AIDS epidemic has spread to all provinces in Indonesia. Background HIV / AIDS partners not only from groups with jobs and activities at risk, such as commercial sex workers (CSWs) and drug addicts using injections but also have spread to housewives and professionals.

Padang city ranks highest in West Sumatera province for people with HIV & AIDS. Until 2016 alone, there are 557 AIDS sufferers in the city of Padang, of course, the figure is a frightening result considering the number 557 is detected alone, while the people who have not been detected far higher than the numbers listed. Bukittinggi, as a tourism city 214 number of patients can be categorized as very high considering this town is a small town. Cases of community transmission contracted HIV / AIDS virus is very worrying because of the spread and the spread of the region is widespread. The trend in the number of new cases of HIV &

AIDS in this city from year to year has increased. From 2007 to late 2013 alone, it appears that every year there has been an increase in new cases by more than 100 people.

The number of volunteers willing to participate in HCT in the city of Padang is at RS Yos Sudarso, amounting to 295 volunteers. Of the 295 volunteers, 7 volunteers declared HIV +. Moreover, the most worrying is the Bungus Puskesmas, out of 175 HCT volunteers, stated 7 HIV + volunteers (Health and AIDS Report of Ministry of Health 2016 Quarter 1 (2017)).

Not only the numbers of people living with HIV & AIDS are amazing in this Padang city, but based on interviews with Monev KPA Padang, the trend of HIV / AIDS virus transmission experienced a significant shift. Although there is no definite data, the results of field reports of HIV & AIDS patients infected from needles and narcotics have decreased dramatically, while HIV & AIDS infected people from free sex have increased sharply, mainly because of sexual activity of MSM (Male Sex Men) or among gays. Along with the outbreak of gay activity and the lack of sexual information, sexual diseases such as HIV / AIDS have increased in this circle. The HIV / AIDS prevalence rate among homosexuals may be higher than the findings in the field. According to Eduardo as a KPA Monev, lesbian is more difficult to approach, because they tend to be closed, so it has difficulty in persuading lesbian groups to take HIV / AIDS test, whereas lesbian behavior has a high risk of HIV / AIDS transmission.

Negative stigma attached to HIV AIDS sufferers make the sufferer or the potentially infected people are reluctant to check their health. From cases handled by the Padang City AIDS Commission, many have their health checks after contracting HIV. The same thing revealed by Eduardo (Edo), as the monitoring and evaluation team of KPA Padang:

"The average that we are overcome is the people who have been infected with HIV first. Some of them come with conditions already in an advanced stage."

Groups susceptible to contracting the virus are sometimes reluctant to check their health condition because they believe in good health. The HIV can remain silent in the body of people up to within 10 years without being detected. One way to find out is by taking a VCT (*Voluntary Counseling and Testing*) test. Approaching potential volunteer candidates with HIV AIDS is not an easy task. Closing these vulnerable people makes the job of persuasion done in the right way. Otherwise, they will stay away from counselors and reaches.

The AIDS Commission (KPA) is doing HIV AIDS prevention and treatment tasks in many ways. Several layers of volunteers spearhead the KPA. The first layer is called the reaching power. These outreach workers are at the forefront of approaching volunteer candidates to be invited for VCT tests. These reaches are usually people who are closely associated with groups of people at risk of contracting HIV & AIDS. This risk group consists of five groups, HR (*High-risk Men*), IDU (*Injection Drug Users*), MSM (*Men Sex Men*), TG (*Transgender*), and *Sex Worker*. Outreach workers are assigned to persuade, invite, and persuade these at-risk groups to be willing to conduct HCT tests or meet with counselors. When they succeed, the task as an outreach worker is done.

Counselors usually get clients from reaches. After reaching able to persuade clients to meet counselor then counselor will do counseling with the client. Reaches will usually give clients brief information about the client, so the counselor can better understand the client. However, according to Edo as KPA Monev, many counselors make innovations to approach clients. The first thing they should get is the *trust* of the client. Therefore, it is important for counselors to be able to perform good interpersonal communication. The way usually used by counselors to gain the trust of clients is not to judge the actions or circumstances of clients and maintain the confidentiality of counseling. Communication planning helps the counselor to be able to read

the conditions in the field, and when in the field counselors are required to be able to adjust to existing conditions in order to achieve their goals, i.e. clients perform HIV / AIDS testing.

Each of these risk groups will be approached by reaches that are closely related to them. Drug users will usually approach IDU groups, male outreach workers usually approach MSM and TG. According to Edo, this is done because these risky groups usually tend to refuse to invite people outside their group. The second layer in charge of persuading the group at risk is counselors. Almost the same as the outreach workers, this counselor usually also has specifications in dealing with risk groups.

One of the counselors who became the research informant was Zulhandi, or more often called Ilham, from KPA Padang. According to him, he is more often a counselor for the MSM group. Of the MSM group, he usually deals with people who have grown up and worked. The third layer in conducting persuasion against risky groups is the monitoring and evaluation (monev) team. The monev team usually always coordinates with counselors and outreach workers.

4.2 Communication Planning of HIV/AIDS Counselors

KPA as an organization engaged in the field of HIV / AIDS handling planning communication counseling HIV / AIDS in order to perform the test as an early gate handling HIV / AIDS. According to Philip Lesly's communications planning mall, KPA as an organization makes activities to reach out to the public as a target of their activities. The organizational component has four stages: analysis and research, policy formulation, implementation of program planning, communication activities.

KPA as an organization under the Ministry of Health conducts its activities under the direction of the Ministry of Health. One of the foundations of KPA's counselors in carrying out their duties is to base their activities on the HIV Counseling and Testing Training Module compiled by the Ministry of Health of the Republic of Indonesia. Therefore in the discussion of this article will make the Ministry of Health Module as a discussion of communication planning conducted by the KPA as its organization.

1. Analysis and Research

KPA conducted analysis and research based on Guidelines and Counseling and HIV tests issued by the Ministry of Health. Data released by the Ministry of Health include the number of people living with HIV / AIDS, the percentage of age and sex of the patient, the distribution of patients per province, the group at risk of contracting HIV / AIDS. Below is a table on the data of people living with HIV / AIDS in West Sumatra, this amount is the data of additional infection per year.

Table 1. Number of HIV and AIDS Infection Reported by West Sumatera Province until March 2017

Invention / Year	2017	2016	2015	2014	2013
HIV	52	396	243	321	222
AIDS	27	152	-	240	150

Source: Ministry of Health Republic of Indonesia (2017)

Until 2017 the number of HIV reported, 2013 (222), 2014 (321), 2015 (243), 2016 (396), and 2017 (52). HIV cumulative number from 2013 to March 2017 was 1,234 people. Whereas until 2017 the number of reported AIDS infections, 2013 (150), 2014 (240), 2015 (-), 2016 (152), and 2017 (27). The cumulative number of AIDS infections

from 2013 to March 2017 was 569. In the intervention of a program, program managers, in this case, KPA are advised to pay attention to the epidemic situation in the region, the ability to pay attention to the epidemic situation will help a program run effectively and efficiently.

2. Policy Formulation

HIV / AIDS prevention efforts cannot be separated from religious and cultural values. Therefore the focus of HIV prevention policy cannot be separated from strengthening the resilience and welfare of families and communities. KPA views West Sumatra as a region that holds religious and cultural values, so these values should be considered in the formulation of policies in the KPA. Therefore, in addition to cooperating with city government units, KPA also conducts a dialogue with religious leaders. The municipal government unit in this case often cooperates with Satpol PP, KPA conducts counseling on the sex workers and the customers of the sex workers caught by Satpol PP while dialogue with religious leaders to provide understanding and reach agreement in the field of HIV / AIDS prevention.

Often people have a negative view of the socialization of HIV / AIDS prevention by KPA. One of them is the condom division program and division of injection syringe. The program is considered legalizing free sex and drug use. Frames or different ways of thinking about how to handle the handling of this disease is to be done dialogue and discussion so that each organization can perform their respective functions. On the one hand religious leaders speak by morality and religion; on the other hand, KPA speaks in the context of *harm reduction*, i.e., how to reduce risks, especially in groups at risk. HIV & AIDS are infectious disease and therefore needs to be localized so that the virus is not transmitted to a larger group.

One of the policies made by the Ministry of Health is the involvement of NGO and community elements. KPA, in this case, has cooperated with as an outreach institution. The reaches in this NGO will approach the risk group. Most of the reaches are part of the group at risk, so they are easy to approach persuasion so that their group members are willing to perform HIV / AIDS testing and counseling. After reaching a successful approach then the individual will conduct counseling with a counselor who has been appointed. After the pre-counseling phase, the client will perform an HIV test. At the time of the test, blood will be taken sufficiently, and this blood test can take between half an hours to one week depending on the method of blood tests. In an HIV test, the diagnosis is based on HIV antibodies found in the blood. HIV antibody test can be done by ELISA, Westren Blot or Rapid test.

3. Program Planning Implementation

In the planning stage of implementation, it has been established the resources to be mobilized, including energy, funds, and facilities. Strategies that have been done include:

- a. Strengthening network services by involving all service providers. In Padang City, the center of the counselor is in Alai Community Health Center, M Djamil Hospital, PKBI, and KPA.
- b. Empower PLWHA and the community as outreach for prevention, care, support, treatment, and other activities.
- c. Improve and strengthen health systems and program management, through enhanced program capacity, professional HR program development, and logistics management.

4. Communication Activities

KPA refers to communication activities based on modules issued by the Ministry of Health (2011). In West Sumatera, communication activities were conducted using interpersonal communication approach. With this approach, the counselor is given VCT training to support the program of HIV / AIDS prevention and spread. In helping people living with HIV, counselors are expected to have good interpersonal communication skills to build client confidence so that the goals of health communication activities can be achieved effectively. Interpersonal communication to generate feelings of empathy, intimacy, and openness between counselors and individuals. The purpose of counseling is to raise the awareness of clients for HIV testing and to change behavior that is free of HIV. In helping clients solve the problem, counselors should not advise clients, counselors should be passive, and clients are made to find their solutions but with counselor direction. Awareness to change risky behavior must grow from the client's self rather than the result of other people's intervention. The behavioral change in question is when the client cannot quit his risky behavior, at least minimized safely so as not to transmit HIV to others. With the persuasive approach through counseling is expected the client can be active and can solve the problem.

Counselors usually get clients from reaches. After reaching able to persuade clients to meet counselor then counselor will do counseling with the client. Reaches will usually give clients brief information about the client, so the counselor can better understand the client. However, according to Edo as KPA Monev, many counselors make innovations to approach clients. The first thing they should get is the *trust* of the client. Therefore it is important for counselors to be able to perform good interpersonal communication. The way usually used by counselors to gain the trust of clients is not to judge the actions or circumstances of clients and maintain the confidentiality of counseling. Communication planning helps the counselor to be able to read the conditions in the field, and when in the field counselors are required to be able to adjust to existing conditions in order to achieve their goals, i.e. clients perform HIV / AIDS tests..

5 Conclusions and Recommendations

The HIV & AIDS epidemic has spread to all provinces in Indonesia. Background HIV / AIDS pentuners not only from groups with jobs and activities at risk, such as commercial sex workers (CSWs) and drug addicts using injections but also have spread to housewives and professionals. Padang city ranks highest in West Sumatera province for people with HIV & AIDS. Groups susceptible to contracting the virus are sometimes reluctant to check their health condition because they believe in good health.

Communication planning helps the counselor to be able to read the conditions in the field and when in the field counselors are required to be able to adjust to existing conditions in order to achieve their goals. Counselors must be understanding more about this field, understanding more about their client's profile, and be able to communicate well with their clients. Good interpersonal communication approach such as sympathy, empathy, could develop openness and trust among counselors and clients. Moreover, it could build confidences, self-awareness and behavioral to the clients.

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