

The Role of Women in Community Movement to Build Awareness on HIV-AIDS

Nova Yuliati*, Dede Lilis Chaerowati, Mochamad Rochim

Fakultas Ilmu Komunikasi
Universitas Islam Bandung
Bandung, Indonesia
*nova_yuliati@yahoo.com

Abstract—It is not easy to discuss about AIDS because it is related to sensitive issues such as sex, homosexuality or deviant sexual behaviour. Then, there is miss-conception, excessive fear and judgment. AIDS sufferers also get discrimination and shunned by society. Local residents Care for AIDS (WPA) is a form of community participation to respond to HIV-AIDS in Indonesia. Women are the most active community group in the WPA community movement. They are exist to build awareness of AIDS epidemic and encourage solidarity to help its sufferers. This movement forms a community that has the readiness, ability and willingness to participate in preventing and overcoming the problems posed by HIV-AIDS. The study was conducted at 4 (four) Districts in the City of Bandung, Indonesia. The results of this study show the transformation of citizens into community movements from housewives into activism of AIDS, communication competency that that is the ability to interact with community members in dealing with HIV-AIDS, and communication model for building the awareness of HIV-AIDS amongst community members.

Keywords: *local residents, female volunteer, community movement, communication competency*

I. INTRODUCTION

The Ministry of Women Empowerment of the Republic of Indonesia emphasizes the empowerment of women in preventing the spread of HIV-AIDS by stating that the resilience of women and girls to HIV-AIDS needs to be supported and enhanced. Women's empowerment activities take the basic principle that every woman must understand and play an active role in every effort to prevent the spread of HIV and AIDS hazards [1]. The State Ministry for Women's Empowerment will further encourage women to actively participate in activities to prevent the spread of the danger of HIV and AIDS at all levels of the region through various activities, both individually and through women's organizations. Therefore, HIV-AIDS, women and empowerment become interconnected.

The case of HIV-AIDS in Bandung was first discovered based on a report from one of the hospitals in 1991 and was in the AIDS phase. HIV-AIDS cases in the city of Bandung from 1991 to June 2010 found as many as 2,100 cases, 111 people died and is the highest case in West Java [2]. As it is known that someone infected with HIV does not show specific

symptoms, so that person does not realize that he is a source of infectious disease. HIV-AIDS is transmitted through risky behaviour but its spread can be prevented by each individual if he has the knowledge and care to take precautions.

Although the term HIV-AIDS is now commonly known, people are still confused by these two names. For this reason, it is necessary to understand exactly between HIV and AIDS which refers to the National AIDS Commission [3], explained that:

- AIDS is Acquired Immune Deficiency Syndrome or a set of symptoms of a disease that arises due to a decrease in immunity. Causes of AIDS are;
- HIV is the HIV (Human Immunodeficiency Virus) virus in the body.

In the context of HIV-AIDS, the involvement of various groups or communities is important. Various group involvement in overcoming HIV-AIDS has been carried out such as church involvement [4,5], referring to the role of church groups in creating social space in dealing with AIDS-related stigma. The results of the study concluded that groups within the church, including church leadership, could play a key role in facilitating social space and inhibiting stigmatization.. Empowering women [6,7]. As a form of education for women living with HIV-AIDS where through empowerment forums for women with HIV-AIDS makes them more positive.

HIV-AIDS in numerical records shows various problems both related to medical or non-medical factors as listed below:

- AIDS and speed of distribution: Indonesia is one of the countries in Asia where the growth of HIV-AIDS cases is relatively fast. From reports on AIDS cases, in 2004 only 16 provinces reported AIDS cases. In 2007 reports came from 32 provinces [8].
- AIDS and control; The aim of controlling HIV rates is threatened with failure where reports on the progress of HIV-AIDS in Indonesia in the third quarter of 2012, show that in July-September 2012, the number of new cases reported was 5,489 cases. This increase in transmission rates occurred because (a) lack of availability of ARVs, (b) failure was also caused by

ineffective prostitution programs because the government preferred to close localization and raids of prostitution, (c) closure of localization made it difficult for the government to provide sexual and reproductive health services to workers sex, while sex workers live to spread in the community, (d) Emphasis on contraceptive use that still targets women [9].

- AIDS and women; The 2010 Bappenas report indicates a rapid increase in HIV infection and AIDS cases in Indonesia. The number of AIDS cases in 2009 was 19,973, or more than double the 8194 in 2006. An increasing number of people infected with HIV and living with AIDS were women [10].

Many cases show the importance of women in overcoming HIV-AIDS through various studies. Women are a great potential who always find a way to dispel and break through the various obstacles and harsh reality that confronts them. So the urgency of this research is to uncover the reality of how empower less (powerlessness) that has been inherent in women can be transformed into empowerment (social empowerment) with the growth of social intelligence-social responsibility manifested in the participation of women Care Citizens AIDS.

To encourage increased public awareness and improvement regarding HIV-AIDS, efforts to disseminate information need to be done so that there is a growing concern in the community to take an active role in the prevention and control of HIV-AIDS. In order for activities carried out by the community to be more coordinated and well targeted, there needs to be a forum for the AIDS Care Citizens Forum.

II. LITERATURE REVIEW

The community empowerment movement aims to increase the empowerment of those who are disadvantaged. The concept of empowerment by not only individually but collectively (individual self-empowerment and collective self-empowerment), and all of that must be part of self-actualization and co-actualization of human existence and humanity. Empowerment is closely related to participation in which both explore the ability of the community to empower themselves [11,12]

Various community movements in the prevention of HIV-AIDS are carried out by various communities as demonstrated by church groups in creating social space in dealing with the stigma associated with AIDS. The results of the study concluded that groups within the church, including church leadership, could play a key role in facilitating social space and inhibiting stigmatization. Much work remains to be done in developing a deeper understanding of the role of the church in responding effectively to HIV-AIDS. The findings of this study have many implications that church leaders as a community can and must use the power of communication, knowledge and ideology to promote the prevention and prevention of HIV-AIDS and improve the quality of life of people who have been diagnosed as HIV or sufferers of AIDS [5].

In the context of HIV-AIDS, community participation movements are important in terms of responding to HIV-AIDS repatriation, especially in countries that are severely affected.

The response from the community members is the most effective because they understand their local context, so they can adjust their methods and activities as needed. Community movements also have special advantages: they are cheaper, are based on local needs and available resources, and gain understanding and support from community members. Community participation in responses to HIV-AIDS has increasingly been identified as an 'important supporter' for effective measures against HIV-AIDS

III. RESEARCH METHOD

This research was conducted through a qualitative approach with the assumption that humans have various relationships with other individuals in the community. Qualitative methodology tends to be associated with researchers' desires to examine meaning, context, and a holistic approach to phenomena. In this study the informants are women who are members of AIDS Care Citizens in the city of Bandung. The research locations are 2 areas that represent the urban Bandung area, namely Sumur Bandung, Tamansari, Cibunying Kidul and the industrial Bandung area namely Bojongloa Kidul District. The criteria are WPA women with companion roles and non-companion WPA

IV. RESULTS AND DISCUSSION

A. *Transforming Citizens into Community Movements*

The decision of women involved in WPA is essentially a very individual decision, therefore it is not easy to uncover the 'veil' through the individual actors. A behaviour cannot be separated from dimensions such as consciousness, consideration, rationality and norms or values that are adhered to.

One effort to unravel it is to examine through the construct of identity. Identity is defined as a cultural, social, relational and individual image of self-conception, and this combined identity has group membership, reflective implications between individuals and individuals, so that identity becomes a colourful understanding that is characterized by stable and dynamic, personal and social. Identity can be understood as a public phenomenon that is a performance or construction that is interpreted by others. This construction takes place in social discourse and behaviour and shapes behaviour, such as how we move, where we are, what we wear, how we talk, and so on. Identity is a self-concept that is based on attributes, beliefs, values, motives and experiences.

Becoming a WPA cadre is an active process in their interaction with their social environment where they reconstruct their understanding of HIV-AIDS, and their participation in WPA institutions. WPA women cadres or activists are housewives who initially engaged in PKK activities. The role of wife and mother in Indonesian society has an important and very prominent role. This identity as wives and mothers seems to be attached to the informants when they take part outside the home. PKK activities are identical to women who use their free time in PKK activities. But without realizing it, the PKK and WPA organizations then gave a new 'identity' to the women, where they found their identity.

Although currently the public sphere is already open to Indonesian women, the PKK organization which is in the neighbourhood and the community that is close and well known by these women makes the process of their involvement easier.

Informant's involvement as a WPA cadre gives a new identity where they can actualize themselves. The WPA community has empowered women while emphasizing awareness of women's gender rights, placing women as equal partners with men and not just as a companion. Thus, as an informant, he transformed from his wife and housewife into a WPA activist. Their work is not only dwelling on domestic activity but extends outside on social activities. The transformation of the informant's identity as an activist of HIV-AIDS in his environment is of course based on his views, inner attitudes and life principles and thus brings out the personal characteristics of the informant. This is passed by the informant as a process of perceiving himself.

In interaction with the informant community, they have awareness and actively identify their environment so they know the social situation around them. The informants are aware of what is a social problem in their environment, namely poverty, the threat of drugs, and the influence of prostitution that takes place around them which become fertile ground for the spread of HIV-AIDS. While antipasti attitudes, prejudices and negative stigma, neglect and fear of people with HIV-AIDS are still so high. This knowledge makes them want to build a social role where they finally decide to become active WPA cadres in providing knowledge about HIV-AIDS and providing assistance.

The existence of WPA provides a positive side for informants to actively organize, the real benefit of this community is to increase knowledge and skills, broaden horizons, and improve positive self-image such as self-confidence as well as tolerance as well as an intellectual training ground for informants through various training they get. On the other hand, becoming a WPA cadre requires an active role, initiative and great responsibility to participate in reducing the stigmatization that is often experienced by people with HIV-AIDS.

The results of interviews with the informants gave rise to various WPA typifications, namely:

- Motivational cadre is a woman who join WPA with the motive of wanting to learn, increase knowledge and experience.
- Structural cadre is a WPA cadre who besides having a personal motive is also encouraged by the involvement of the husband in the structural, in this case as the head of the RT or RW.
- Advocacy cadre is WPA cadre who has the desire and ability to influence stakeholders or decision makers. This category of WPA is not only cadres who carry out their duties according to their duties and functions but has broad initiatives and influences the stockholders.

- Activist cadre is a WPA cadre who has a special interest in Ham, gender and other matters relating to HIV-AIDS issues and then joins with NGOs as activist.

B. Communication Competencies in the WPA Community Movement

As a change agent or communicator, the informant changes the understanding of HIV-AIDS by reconstructing new meanings of HIV-AIDS. Such is the importance of the role of WPA in building awareness about HIV-AIDS because they must play an active role in initiating awareness of HIV-AIDS care. Dissemination of this information is ultimately an individual awareness transaction process that becomes a collective awareness so that information dissemination activities can touch the target appropriately because it has been initiated with the building of citizen awareness of Information about HIV-AIDS. Can build citizen knowledge so that community attitudes become more positive in responding to HIV-AIDS. Attention to public health is increasingly encouraged by the government through various programs, including empowering the role of citizens.

The ability or competence of informant communication rests on:

- Cognitive abilities are reflected in awareness in adjusting to situations. This ability is based on knowledge to identify environmental contexts, and message management. With this cognitive ability, informants develop awareness and self-monitoring during communication.
- Affective elements, namely by developing the ability to manage emotions. As a competency, the element of feeling allows the communicator to show and receive responses during the interaction process by promoting respect or respect.
- Behavioural aspects are communication dimensions that show the ability to achieve communication goals. The behavioural competencies include the ability to manage messages, interaction and flexibility in behaviour.

Citizens Care for AIDS is the first form of community action and participation to respond to HIV and AIDS in Indonesia. At the community level, the efforts and participation of women in the health sector can be seen through maternal and child health programs through Paysandú managed by community volunteers who are almost entirely women. With a total of 267 thousand Paysandú's spread across villages in Indonesia, with a minimum of 5 active cadres, there are an estimated 1.2 million female cadres. This number has the potential to be optimized for its role in overcoming HIV-AIDS through the Community of Care for AIDS Residents. Women become valuable social capital.

When referring to the Human Capital Theory which considers that humans as the main resource that acts as a subject, where human capital is contained within themselves, in the form of attitudes, knowledge, skills, and aspirations, women activists will actually be seen to have the same

capacities and rights as Men. During their time as cadres of WPA, informants developed competencies, namely:

- The ability to control and motivate yourself.
- The ability to empathize, appreciate, and respect.
- The ability to manage messages in this case is the ability to simplify information about HIV-AIDS and also to desensitize, that is, reduce the degree of fear of HIV-AIDS by managing messages that are more understandable and do not frighten community members.

C. Communication in the WPA Community Movement

In order to encourage increased public awareness and awareness about HIV-AIDS, efforts to disseminate information need to be done so that growing awareness in the community to take an active role in efforts to prevent and control HIV_AIDS. So that the activities carried out by the community are more coordinated and on target, there needs to be a forum, the AIDS Care Citizens Forum.

In order to encourage increased knowledge and awareness of the community towards HIV-AIDS, various efforts are needed to disseminate information so that there is a growing concern in the community to participate actively in the prevention and control of HIV-AIDS. So that the activities carried out by the community are more coordinated and well targeted, there needs to be a forum for the AIDS Care Citizens Forum. The WPA Forum operates at the sub-district and urban village levels. The WPA women's participation in this study are:

- Identify high risk groups and HIV-AIDS cases in their area.
- Carry out prevention efforts and disseminate information about HIV-AIDS.
- Carry out referrals for PLWHA and high risk groups.
- Provide support for PLWHA and OHIDHA.
- Mobilize natural resources and sources of funds.
- Carry out consultations to the Village WPA Forum.
- Prepare and assist administrative needs for PLWHA who are unable.

Information dissemination and education of HIV-AIDS in the city of Bandung were conducted by informants as WPA cadres through various forms of activities. The form of communication used is group communication by holding lectures, dialogues and discussions. While interpersonal communication is carried out in prevention and assistance programs for PLHA. In more detail, the types of activities carried out by informants are mapped in the table below:

TABLE I. THE TYPES OF ACTIVITIES CARRIED OUT

Form of Activity	Communication level
HIV socialization through Posyandu, PKK kelurahan and Kecamatan, social gathering and at religious events such as recitation or church.	Group communication
Socialization of HIV in schools in the neighborhood	
Zero Stigma socialization and discrimination	
Mobilization of VCT in sub-districts and places at risk (karaoke)	
ODHA assistance	Interpersonal communication
Assist ARV access	

HIV-AIDS countermeasures are built through communication by promoting open dialogue, building cooperation with various stockholders (local hospital, public hospital, urban village, sub-district, AIDS Countermeasures Commission, and NGOs), initiating various activities related to increasing HIV-AIDS knowledge and conducting socialization and assistance. WPA women cadres build a community movement, the place where they live in order to have independence in the handling of HIV-AIDS. The intended independence is care, readiness and ability in the prevention and control of HIV-AIDS. Based on a search in the field, the researcher constructed a communication model of community movement built by WPA female cadres as follows:

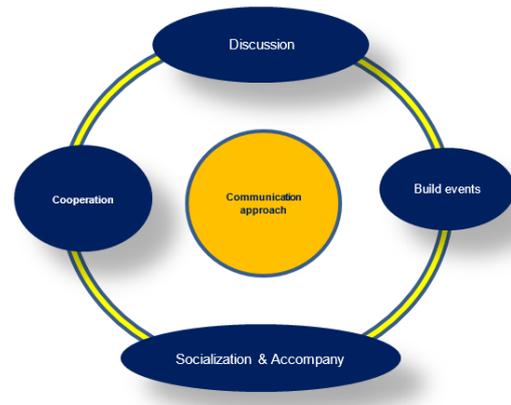


Fig. 1. Communication approach.

V. CONCLUSION

HIV-AIDS prevention programs aside from being based on government programs, can also be done on a community-based basis in this case by mobilizing the community. The women who are members of WPA are the initiators of the community movement in tackling HIV-AIDS in their neighbourhood. The participation of WPA female cadres began as PKK cadres who care about the environment. Transforming the identity of WPA women through self-phase which has perceptions and the ability to identify the environment, situation and social role. The social construction that has been built so far is related to HIV-AIDS sufferers and the mistake about the disease has been changed by WPA by making families and the environment aware of the importance of accepting sufferers.

ACKNOWLEDGMENT

Acknowledgments are conveyed to all leaders of research institute and community service (LPPM) Universitas Islam Bandung who have funded this research, which this article is one part of the research undertaken.

REFERENCES

- [1] Ministry of Indonesia, Peraturan Menteri Dalam Negeri No 20 tahun 2007.
- [2] Rencana Strategis Penanggulangan HIV-AIDS Kota Bandung Tahun 2012-2016, 2011.
- [3] Buku Saku HIV-AIDS dan IMS. Dinas Kesehatan Kota Bandung, Mengenal dan Menanggulangi Hiv-Aids. Komisi Penanggulangan AIDS Nasional.
- [4] C. Campbell, M. Skovdal and A. Gibbs, "Creating social spaces to tackle AIDS-related stigma: reviewing the role of church groups in Sub-Saharan Africa," *AIDS and Behavior*, vol. 15, no. 6, pp. 1204-1219, 2011.
- [5] J. Ramirez-Johnson, H.L. Diaz, J.B. Feldman and J. Ramirez-Jorge, "Empowering Latino church leaders to deal with the HIV-AIDS crisis: a strengths-oriented service model," *Journal of religion and health*, vol. 52, no. 2, pp. 570-588, 2013.
- [6] R. Lennon-Dearing and F. Harper, "An Empowerment Forum for Women Living with HIV," *Journal of Sociology*, vol. 4, no. 2, pp. 98-109, 2016.
- [7] Z.B. Moghadam, E. Rezaei, B. Sharifi, S. Nejat, S.E. Saeieh and M.O. Khiaban, "The Effect of Empowerment and Educational Programs on the Quality of Life in Iranian Women with HIV," 2018.
- [8] I.M. Hidayana, "Hak Seksual perempuan dan HIV/AIDS: Studi pada Perempuan Muda (15-24 th) di Tiga Kota di Jawa Barat," Pusat Kajian Gender dan Seksualitas FISIP UI, 2010.
- [9] J. Damanik, "Penyandang Disabilitas sebagai warganegara," *Jurnal Analisis Sosial*, vol.18, no 1, 2013.
- [10] S. Aripurnami, "Defisit Keadilan Gender dan Agenda Pasca-2015 di Indonesia," *Jurnal analisis Sosial*. vol.18, no 1, 2013.
- [11] J. Ife and F. Tesoriero, *Alternatif Pengembangan Masyarakat di Era Globalisasi*. Community Development, Jakarta: Pustaka Pelajar, 2014.
- [12] K. Adimiharja and H. Hikmat, *Participatory Research Appraisal dalam Pelaksanaan Pengabdian kepada Masyarakat*, Bandung: Humaniora, 2004.