

**PROGRAM STUDI DIII KEPERAWATAN FAKULTAS KEPERAWATAN
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU
Penelitian, Juni 2026**

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**Pengaruh Edukasi HIV Melalui *Motion Graphic* Terhadap Stigma ODHA
pada Masyarakat Di Puskesmas Senapelan Kota Pekanbaru**

Xiv + 73 + 11 Tabel + 1 Skema + 12 Lampiran

ABSTRAK

Stigma terhadap Orang dengan HIV/AIDS (ODHA) masih menjadi hambatan utama dalam penanggulangan HIV/AIDS akibat minimnya pengetahuan serta persepsi keliru mengenai penularannya. Di Puskesmas Senapelan Kota Pekanbaru, tercatat 30 kasus HIV pada periode 2020–2025 dengan temuan awal 8 dari 10 masyarakat masih memberikan stigma negatif. Edukasi kesehatan berbasis media audio-visual seperti *motion graphic* dinilai mampu menyampaikan informasi secara efektif guna mereduksi stigma tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi HIV melalui media *motion graphic* terhadap penurunan stigma masyarakat terhadap Orang dengan HIV/AIDS (ODHA) di Puskesmas Senapelan Kota Pekanbaru. Penelitian kuantitatif ini menggunakan desain *pre-experimental* dengan rancangan *one group pretest-posttest design*. Populasi penelitian adalah masyarakat berusia ≥ 17 tahun dengan jumlah sampel 48 responden yang dipilih melalui teknik *purposive sampling*. Tingkat stigma diukur menggunakan kuesioner baku *Indonesian HIV Social Stigma Scale* (I-HSS) sebelum dan sesudah edukasi video *motion graphic* berdurasi 4 menit, kemudian dianalisis menggunakan uji *Wilcoxon Signed Rank Test* ($\alpha = 0,05$). Hasil penelitian menunjukkan sebelum intervensi (*pre-test*), rata-rata skor stigma sebesar 110,13 (89,6% kategori sedang dan 2,1% tinggi). Setelah intervensi (*post-test*), rata-rata skor stigma turun secara signifikan menjadi 79,50 (79,2% kategori rendah dan 20,8% sedang). Hasil analisis bivariat menunjukkan nilai $p\text{-value} = 0,000$ ($p < 0,05$), yang berarti edukasi HIV melalui media *motion graphic* berpengaruh signifikan terhadap penurunan stigma masyarakat terhadap ODHA di wilayah kerja Puskesmas Senapelan. Media *motion graphic* merepresentasikan metode penyuluhan yang interaktif dan efektif untuk direkomendasikan dalam program promosi kesehatan masyarakat secara berkelanjutan.

Kata Kunci: Edukasi HIV, Motion Graphic, Stigma ODHA

Daftar Bacaan : 59 referensi (2018-2026)

**DIPLOMA III NURSING STUDY PROGRAM FACULTY OF NURSING,
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU**

Research, June 2026

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**The Effect of HIV Education via Motion Graphics on Stigma Towards
PLWHA Among the Community in the Senapelan Public Health Center,
Pekanbaru City**

Xiv + 73 Pages + 11 Tables + 1 Scheme + 12 Appendices

ABSTRACT

Stigma towards People Living with HIV/AIDS (PLWHA) remains a major barrier to HIV/AIDS prevention and control due to a lack of knowledge and misconceptions regarding its transmission. In the Senapelan Public Health Center, Pekanbaru City, 30 HIV cases were recorded between 2020 and 2025, with preliminary findings indicating that 8 out of 10 community members still held negative stigmas. Health education using audio-visual media, such as motion graphics, is considered effective in delivering information to reduce this stigma. This study aimed to determine the effect of HIV education delivered through motion graphic media on reducing community stigma toward people living with HIV/AIDS (PLWHA) at the Senapelan Public Health Center, Pekanbaru City. This quantitative study utilized a pre-experimental design with a one-group pretest-posttest design. The study population comprised community members aged ≥ 17 years, with a sample size of 48 respondents selected using a purposive sampling technique. Stigma levels were measured using the standardized Indonesian HIV Social Stigma Scale (I-HSS) questionnaire before and after a 4-minute motion graphic educational video, and data were analyzed using the Wilcoxon Signed Rank Test ($\alpha = 0.05$). The results showed that before the intervention (pre-test), the mean stigma score was 110.13 (89.6% moderate category and 2.1% high category). After the intervention (post-test), the mean stigma score significantly decreased to 79.50 (79.2% low category and 20.8% moderate category). Bivariate analysis revealed a p -value = 0.000 ($p < 0.05$), indicating that HIV education through motion graphics has a significant effect on reducing community stigma towards PLWHA in the working area of Senapelan Public Health Center. Motion graphic media represents an interactive and effective educational method recommended for sustainable public health promotion programs.

Keywords : HIV Education, Motion Graphic, Stigma Towards PLWHA

Reading List : 59 references (2018–2026)