

IPPI'S COMMUNICATION STRATEGY IN ENGAGING WITH THE COMMUNITY TO OVERCOME STIGMA AGAINST WOMEN WITH HIV

Defita Dwinusa Cindana^{1,*}, Ani Berta², Shania Safera Tandio Saputro³

¹²³ LSPR Institute of Communication and Business, Jakarta Indonesia

Email : ¹defitadc@gmail.com*; ²aniberta@gmail.com; ³shaniaafera@gmail.com

* corresponding author

ABSTRACT

Article history

Received : March 05, 2025

Revised : June 18, 2025

Accepted: June 20, 2025

Keywords

Communication strategy

Stigma reduction

Women with HIV/AIDS

Two-step flow

communication theory

Community engagement

Stigma against women living with HIV in Indonesia remains a significant barrier to achieving quality of life, as it intersects with gender discrimination and societal exclusion. This study analyzes the communication strategies employed by the Indonesian Positive Women's Network (IPPI) to counter stigma and reshape public perception. Using a descriptive qualitative method, data were collected through in-depth interviews with IPPI leaders and analyzed thematically using the Two-Step Flow of Communication Theory, empowerment communication, and intersectional feminist frameworks. The findings reveal that IPPI utilizes a multi-level approach involving social media, community opinion leaders, and culturally contextualized messaging to promote empathy, visibility, and trust. Empowerment narratives, digital storytelling, and grassroots collaborations were key strategies that shifted HIV discourses from victimization to agency. Despite challenges such as limited digital access, stigma-related fear, and inconsistent policy implementation, IPPI's bottom-up communication model fosters self-empowerment and social reintegration. This study contributes theoretically by expanding the application of the Two-Step Flow model in grassroots feminist communication and highlighting the role of lived experience in shaping public health narratives. Practically, it offers insights for civil society organizations on designing inclusive, emotionally resonant, and community-based communication strategies to combat health-related stigma. IPPI's case demonstrates how community-rooted communication can be a transformative force in both public perception and policy influence.

This is an open access article under the [CC-BY-SA](#) license.



1. Introduction

Stigma against people living with HIV/AIDS (PLWHA) remains a major barrier to improving their quality of life in Indonesia. This stigma encompasses social rejection, moral judgment, discrimination by healthcare workers, and even isolation within the family (Ullah et

al., 2024). Women living with HIV face a double burden: not only are they perceived as virus carriers, but they are also subject to gender-based stigma. This dual marginalization increases their vulnerability to social exclusion and limits access to healthcare services (Moradi-Gorabpasi et al., 2025). According to data from the Kementerian Kesehatan Republik Indonesia (2023), housewives account for the highest proportion of reported HIV cases nationally, comprising 35% of all reported cases. This highlights the structural and social vulnerabilities that women face in the context of the HIV epidemic in Indonesia.

On the other hand, HIV treatment programs, such as antiretroviral therapy (ART), are available for free and have been proven to reduce transmission risk (Jocelyn et al., 2024). However, these medical advances have not been accompanied by an equivalent level of social acceptance toward PLWHA. Both internal and external stigma continue to shape their lived experiences. Prior studies ((Fauk et al., 2021; Asyari et al., 2024)) confirm that social discrimination and negative perceptions from healthcare professionals significantly affect PLWHA's quality of life. This condition is worsened by self-stigma when individuals internalize social rejection, ultimately losing confidence to seek medical help or social support (Jacomet et al., 2025). Family support can play a vital role in reducing this burden. According to Sudrajat et al. (2023), supportive family communication both verbal and non-verbal helps individuals feel accepted and emotionally secure, making them less vulnerable to internalized stigma.

Both international and local studies have emphasized the importance of community-based approaches in reducing HIV-related stigma. Addressing the stigma faced by women living with HIV requires communication strategies that are not only informative but also emotionally and socially resonant (Obeagu et al., 2024). Wilandika et al. (2025) demonstrated that health literacy approaches grounded in empathetic communication and lived experience can increase public acceptance of PLWHA. This reinforces the need to design structured and socially driven communication strategies for organizations such as the Indonesian Positive Women's Network (IPPI). IPPI is a community-led organization by women living with HIV that engages in advocacy, public education, and empowerment through multiple channels, including social media.

Communication itself is a crucial mechanism for reducing stigma and building relational trust especially among marginalized groups who are often excluded from mainstream narratives. As noted by Patriciano et al. (2024), communication is a fundamental component in overcoming negative social perceptions and enabling meaningful interaction. Although their research focused on people with disabilities, the core argument is highly relevant to women living with HIV, who also face deep-rooted prejudices and relational barriers within their communities. While IPPI's role in promoting PLWHA rights is recognized, academic research analyzing its communication strategies remains limited, particularly within the lens of mass communication and public relations.

The central research question this study seeks to address is: how does IPPI's communication strategy shape public perception to combat stigma against women living with HIV? This research highlights the importance of understanding grassroots communication dynamics in influencing public opinion, especially through social media and experience-based campaigns. The approach is framed within the Two-Step Flow of Communication Theory, which explains how information from formal sources is channeled through opinion leaders to reach broader audiences. This theoretical lens is used to analyze how IPPI acts as a communication agent that bridges institutional HIV narratives with the public in a more personal and context-sensitive manner.

Therefore, this study aims to analyze IPPI's communication strategy in building a more inclusive and empowering social dialogue while evaluating the role of community communicators as intermediaries between institutions and society in highly stigmatized health issues. This research is expected to offer not only theoretical contributions to the development of health communication studies but also practical implications for strengthening communication strategies in community-based organizations.

Theoretical Framework

This study adopts a communication approach grounded in public relations theory, community-based communication, and critical communication with a gender perspective. The primary framework is the Two-Step Flow of Communication Theory, developed by Katz and Lazarsfeld. This theory posits that information from formal sources such as mass media or government institutions is not always received directly by the public, but is first filtered and transformed by opinion leaders before reaching wider audiences. In this context, opinion leaders serve as intermediaries between formal information and individuals' social experiences, making communication more contextual and acceptable (Jain & Katarya, 2019).

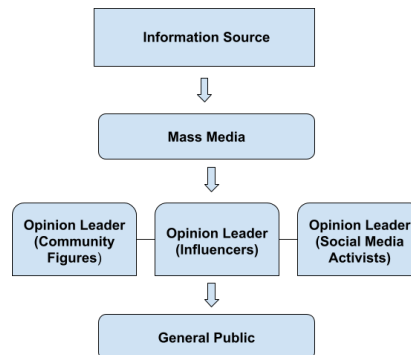


Figure 1. *Two-Step Flow of Communication Theory* (Source: Authors, 2025)

Recent contributions by Childers & Boatwright (2021) reinforce the applicability of this theory in digital and community contexts. Their research emphasizes that in today's media environment, opinion leaders continue to shape public discourse, not merely through positional authority, but through relational credibility and lived experience. They argue that communication flows are increasingly mediated by figures who are embedded within specific audience networks, particularly on social media platforms. This perspective strengthens the theoretical grounding for analyzing IPPI's role as an intermediary actor that contextualizes formal HIV-related narratives into culturally and emotionally resonant messages.

This theory is particularly relevant in analyzing how organizations like IPPI process and disseminate information about HIV to the public. IPPI does not merely act as a receiver of formal information from institutions such as the Ministry of Health or international agencies; it also functions as an opinion leader with authority derived from lived experience and direct engagement with women living with HIV.

This framework is strengthened by James E. Grunig's Two-Way Symmetrical Communication Model, which emphasizes the importance of open and balanced dialogue between organizations and the public, where both sides mutually influence and adjust to achieve shared understanding. This approach is applicable because IPPI does not merely convey one-way information but also actively listens, responds, and engages in dialogue with its community through social media and grassroots activities (Luttrell & Capizzo, 2022; Rusman, 2024)). Such symmetrical two-way communication enables IPPI to build participatory and trust-based relationships, which are essential foundations in fighting stigma.

In addition, this study incorporates the Empowerment Communication Framework, which focuses on how communication can strengthen the capacity of marginalized individuals or groups (Morris et al., 2020). In the context of women living with HIV, empowerment through communication involves not only the dissemination of information but also identity reinforcement, recognition of lived experiences, and the creation of safe spaces for sharing and collective advocacy. In this case, IPPI performs not only an informative function but also a transformative one, encouraging women with HIV to become active communication agents, rather than passive recipients of public health campaigns (Mottiar & Dubula, 2020).

To further understand the vulnerability of women in the context of HIV, this study also applies an intersectional feminist communication framework. This perspective highlights that women living with HIV do not experience stigma in a singular form, but rather at the intersection of multiple social identities such as gender, economic status, motherhood roles, or histories of violence (Karver et al., 2022). Intersectionality helps explain why women with HIV face more complex forms of stigma than men and why communication strategies must consider this diversity of lived experiences (Waldron et al., 2021).

By combining the Two-Step Flow of Communication, symmetrical communication, empowerment, and intersectionality, this framework enables a comprehensive analysis of how IPPI's communication strategies operate. It not only considers information flow but also power structures, gendered experiences, and community dynamics that shape message reception and attitude change toward stigma.

2. Method

This research uses descriptive qualitative methods to analyze and understand the phenomenon under study. According to Creswell (2018), qualitative research methods are an approach or research strategy used to understand and explain complex and multidimensional social phenomena by collecting and analyzing data that is descriptive and not numerically measured.

In the data collection process, this research uses both primary and secondary data. Primary data was obtained directly through in-depth interviews with selected resource persons from the IPPI, as well as through indirect observation during the interaction processes in the interviews. Secondary data was obtained from various organizational documents, institutional reports, and other relevant references (Sugiyono, 2021).

The interview method was used as the primary technique in data collection. According to Sugiyono (2021), interviews are used when researchers aim to conduct initial exploration or seek deeper understanding from the respondent's point of view. This technique allows for a rich and contextual exploration of participant experiences that might not be captured through other methods such as observation or document review. In this study, interviews were conducted via Google Meet and involved structured questions focusing on communication strategies implemented by IPPI in building public understanding and awareness about women living with HIV.

Selection of Informants

Informants were selected using purposive sampling, focusing on individuals who hold strategic roles within IPPI and have extensive experience in grassroots-level communication. These four individuals were chosen because their roles allow them to interact directly with communities and influence communication strategies related to HIV stigma. Table 1 lists the selected informants.

Table 1. Informants List

Initial Name	Roles
AO	National Coordinator, oversees the overall program execution and leads the National Secretariat
H	Head of the PMTCT Program Division, is responsible for strategies preventing mother-to-child transmission and engagement with stakeholders

LS	Head of the Gender-Based Violence Division, manages programs related to violence against women and coordinates complaint mechanisms in ten provinces
TH	A Complaint Receiving Officer for GBV, manages case intake, survivor needs assessment, agreement building, and referrals

Source: Authors, 2025

These informants are both members and administrators of IPPI. Each plays a crucial role in carrying out IPPI's vision and mission, not only for members but also for women with HIV outside the organization. Before conducting the interviews, all informants were informed about the purpose of the research and voluntarily agreed to participate. Although they openly shared their experiences, the researcher used initials to protect their identities in accordance with research ethics. This measure was taken to ensure confidentiality and minimize potential risks related to the sensitive topic discussed.

In analyzing the data, this study followed the thematic analysis approach as described by Creswell (2018). After all interview sessions were completed, the recordings were transcribed verbatim to capture the informants' perspectives in detail. From these transcripts, the researcher began the coding process by identifying key statements and categorizing them based on their relevance to the research focus. These codes were then grouped to form broader themes that reflected recurring patterns across the responses.

The themes developed were closely linked to the research questions and interpreted using the lens of the Two-Step Flow of Communication Theory. This allowed the researcher to draw connections between the informants' experiences and the broader communication dynamics surrounding women with HIV.

To ensure the credibility of the findings, triangulation was conducted by cross-referencing statements from different informants and supporting them with secondary sources such as organizational documents and reports on their Instagram account @IPPI_Indonesia.

3. Results and Discussion

This study, conducted from January to February 2025, aimed to explore the communication strategies employed by the Ikatan Perempuan Positif Indonesia (IPPI) and how these strategies align with the principles of empowerment communication and the Two-Step Flow Theory. Founded in 2006, IPPI emerged in response to the failure of national HIV/AIDS policies to adequately address the specific needs of women, especially those infected by their spouses or long-term partners. IPPI's vision is for women living with HIV to live equal, dignified, and meaningful lives as full citizens of Indonesia. Their mission includes equipping women with the necessary knowledge and resources in health, education, economic empowerment, and legal protection.

Over the years, IPPI has intentionally shifted its messaging approach from a narrative centered on suffering and victimhood to one of empowerment and resilience. Informant AO emphasized that this transition was crucial in reducing stigma and transforming the public perception of women living with HIV. Instead of portraying these women as passive sufferers, IPPI highlights their agency, contributions, and ability to make decisions. The organization communicates that HIV is not exclusive to marginalized or high-risk populations, but can affect anyone, including monogamous women. This reframing reflects the Empowerment Communication Framework (Morris et al., 2020), where communication is not merely informative but transformative, enabling marginalized individuals to reclaim agency, identity, and visibility in public discourse (Mottiar & Dubula, 2020).

Use of Social Media in Communication Strategy

IPPI has embraced digital communication as a powerful tool for outreach and education. Social media platforms such as TikTok, Instagram, Facebook, and YouTube are utilized to disseminate accurate information about HIV and reduce stigma. These platforms also serve as spaces for visibility and community-building. One notable figure is H, a prominent IPPI member who regularly uses TikTok to share her life story as a woman living with HIV. Her content includes daily experiences, educational snippets, and myth-busting videos, such as clarifying that HIV cannot be transmitted via mosquito bites. H's role exemplifies the Two-Step Flow Theory (Jain & Katarya, 2019), acting as a relatable and credible opinion leader who bridges institutional narratives with public understanding. Her lived experience and personal storytelling enhance message credibility and emotional resonance, in line with Childers & Boatwright (2021) argument that relational credibility is central in modern media ecosystems.

However, the use of social media also presents challenges, particularly the rapid spread of misinformation. To address this, IPPI organizes digital literacy and content creation workshops aimed at strengthening members' capacities. A concrete example is the October 2024 training in collaboration with Universitas Multimedia Nusantara (UMN), where IPPI Jakarta members received hands-on instruction in photography, videography, and social media management. This initiative not only boosted participants' technical skills but also enhanced their confidence in using visual storytelling to promote personal businesses and advocate for community issues online. Such efforts embody empowerment communication, enabling women to become both content creators and community voices thus shifting from passive recipients to active agents of change (Morris et al., 2020).



Figure 2. Training collaboration with Universitas Multimedia Nusantara (UMN)

Opinion Leaders and Community Engagement

Within the framework of the Two-Step Flow model, according to AO, IPPI has strategically involved various opinion leaders, including religious leaders, educators, healthcare professionals, and influencers (personal communication, February 7, 2025). These individuals serve as bridges between official communication and local understanding. For instance, in areas with strong religious values, IPPI collaborates with progressive religious leaders to communicate messages in a culturally resonant way. This strategy aligns with Katz and Lazarsfeld's theory by emphasizing the contextualization of top-down messages through respected local figures, enhancing community trust and message acceptance (Kinanggi et al., 2022).

In addition to national-level strategies, IPPI also operates at the grassroots level through provincial coordinators. These coordinators play a vital role in organizing women at the community level and facilitating communication through accessible channels such as WhatsApp groups. These groups serve multiple purposes: they are platforms for sharing information, spaces for emotional support, and networks for resource-sharing. Nevertheless, their effectiveness varies depending on factors such as the digital literacy of members, internet availability in rural areas, and the leadership skills of the coordinators. Still, this model reflects Grunig's Two-Way Symmetrical Communication, where feedback loops and participatory engagement foster mutual understanding and strengthen relational trust between the organization and its members (Luttrell & Capizzo, 2022; Rusman, 2024).

Mass Media and Educational Materials

Beyond its use of social media, IPPI has actively developed educational and advocacy-oriented resources tailored to marginalized communities affected by TB and HIV (See Figure 3). Notably, it collaborated with Jaringan Indonesia Positif (JIP), GWL-INA, and PKNI to develop the TB-HIV-Gender module, supported by the Stop TB Partnership's Challenge Facility for Civil Society (CFCS), which evolved from an informational guide in 2022 into a structured training curriculum by 2023. This module aims to empower community facilitators among women living with HIV, people who use drugs, and LGBTQ+ individuals. In addition, in mid-2024, IPPI joined a women-and-children-focused consortium with REKAT Peduli Indonesia and Lentera Anak Pelangi to conduct a series of online advocacy workshops, supported under CFCS Round 12 (See Figure 4). Facilitated by Yayasan Kalyanamitra, the workshops brought together 20 TB-HIV activists and focused on advocacy strategies, legal barrier analysis, and developing a short-term roadmap to protect the rights of women and children, improve health access, and address gender-based violence through community-based monitoring. These initiatives further highlight IPPI's position as a knowledge-producing organization, enhancing its empowerment strategy by equipping communities to act as informed agents within broader advocacy ecosystems (Mottiar & Dubula, 2020).



Figure 3. TB-HIV-Gender module socialization



Figure 4. Online advocacy workshops

Despite those efforts, mainstream media coverage of HIV issues in Indonesia remains sporadic and often sensationalized, perpetuating stigma. In response, IPPI monitors public narratives, particularly media portrayals of women living with HIV, and uses this insight to inform corrective advocacy and adapt its messaging. This dual strategy of content creation and media engagement underscores IPPI's commitment to inclusive, audience-specific communication grounded in both lived experience and gender-sensitive advocacy.

Barriers to Participation

Although IPPI has established a presence in 29 provinces, its active membership remains low, comprising only 1–2% of the estimated population of women living with HIV in Indonesia. Based on interview findings, several barriers contribute to this limited participation: (1) Stigma and Fear of Disclosure, many women are reluctant to join public organizations due to fear of being identified and stigmatized by their communities, (2) Limited Access to Communication Infrastructure, in remote areas, poor internet connectivity and lack of devices

hinder active participation, (3) Competing Life Priorities, women often prioritize domestic responsibilities, childcare, and income-generating activities over community activism. To address these, IPPI uses intersectional communication strategies that acknowledge women's multifaceted identities as mothers, workers, survivors of violence, or low-income earners (Karver et al., 2022; (Waldron et al., 2021)), which allows for more inclusive and personalized messaging.

To navigate stigma and access barriers, IPPI adopts an inclusive, bottom-up approach, providing support to all women living with HIV, regardless of membership. Many initially seek practical help, such as access to healthcare or legal assistance, and gradually engage more deeply through empathetic and persuasive communication. This model fosters self-empowerment and social reintegration. For example, as described by AO (personal communication, February 7, 2025), H leverages nightly TikTok livestreams to challenge stereotypes, portraying herself as an educated, family-oriented woman thriving with HIV. Similarly, TH, though less visible online, has built a trusted presence in her community, where people, including those without HIV, regularly seek her assistance on health-related matters. These stories illustrate how communication, when rooted in lived experience and delivered through trust-based channels, enables women to act as community opinion leaders and disrupt mainstream narratives, in line with the Two-Step Flow and empowerment models.

Advocacy and Policy Influence

Beyond community engagement, IPPI has positioned itself as an active player in the realm of policy advocacy. It seeks not only to support individual women but also to transform the structural conditions that perpetuate inequality and stigma. In November 2024, IPPI collaborated with the Ministry of Women's Empowerment and Child Protection (KemenPPPA) and the Forum Pengada Layanan (FPL) in a Focus Group Discussion (FGD) aimed at developing a Policy Brief and drafting a Ministerial Regulation on Community-Based Service Providers (See Figure 5). This multi-stakeholder forum served to gather input on key issues such as institutional requirements, reporting mechanisms, recovery and education protocols, standardization, and systems for monitoring and evaluation. Through its active participation, IPPI ensures that the voices and lived experiences of women, particularly survivors of violence and marginalized groups such as persons with disabilities, are reflected in national policy design and implementation.

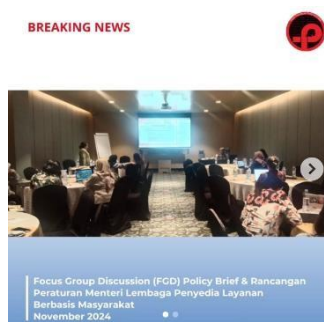


Figure 5. Focus group discussion (FGD) policy brief

Despite these efforts, challenges remain. First, government support often comes in the form of symbolic partnerships rather than substantive funding. This limits IPPI's capacity to scale its programs. Second, while Indonesia has progressive national policies related to HIV and women's rights, implementation at the local level is frequently inconsistent. Many regions lack the institutional commitment or resources to put these policies into practice. Nonetheless, IPPI's efforts to integrate HIV-related advocacy with broader women's rights movements, such as campaigns against gender-based violence and for disability inclusion, enhance its influence and foster cross-sector alliances. This intersectional, empowerment-based advocacy model

aligns directly with the feminist communication framework used in this study, which calls for structural change informed by diverse lived experiences.

Comparative Analysis with Previous Studies

The findings of this study are consistent with those of Suseno & Said (2023), who highlighted the significance of two-way, empathy-based communication in public health outreach. However, while their analysis acknowledged the importance of such communication, it also noted gaps in implementation. IPPI appears to address these gaps by embedding empathy and empowerment into both the content and delivery of its messages.

Compared to other community-based organizations, such as Omah Jiwa, which primarily focuses on peer support and mental health, IPPI offers a more holistic approach. It combines emotional support with capacity-building, advocacy, and access to services. Meanwhile, the work of Waldron et al. (2021) concentrated heavily on clinical outcomes and failed to adequately explore the social and psychological dimensions of living with HIV. In contrast, IPPI's model acknowledges these dimensions as equally important, reflecting a more integrated and humane understanding of health communication.

4. Conclusion

The communication strategies of the (IPPI) reflect a dynamic and evolving model grounded in empowerment, inclusivity, and multi-level engagement. Through its deliberate transition from narratives of victimhood to those of strength and agency, IPPI has not only changed public perceptions but also offered women living with HIV a path to reclaim their dignity and voice. The use of social media, opinion leaders, and culturally sensitive messaging embodies the principles of the Two-Step Flow Theory and demonstrates how mediated communication can be both credible and transformative.

Despite structural challenges, including limited digital access, persistent stigma, and inconsistent policy implementation, IPPI has shown that patient, empathetic, and community-led communication can break down barriers and build sustainable engagement. Its holistic approach, which integrates education, advocacy, digital literacy, and service provision, serves as a model for other organizations aiming to create a lasting impact in the field of public health.

Furthermore, IPPI's influence in the policy arena reflects a sophisticated understanding of how to navigate and reshape systems of power. By centering the voices of women living with HIV in every aspect of its communication and advocacy, IPPI challenges the status quo and paves the way for more equitable health systems. Looking ahead, the organization's continued investment in grassroots leadership, intersectional advocacy, and digital infrastructure will be essential to amplify its impact. IPPI is not just a communication actor, it is a movement. Its work illustrates how strategic, empathetic, and community-rooted communication can empower individuals, shift narratives, and catalyze policy change. As the fight against HIV continues, models like IPPI will remain critical in ensuring that no woman is left behind.

References

- Akbar, M. A. (2024). Strategi penanganan stigma dan diskriminasi orang dengan HIV/AIDS melalui Community System Strengthening. *Indonesian Journal Health Service*, 1(1).
- Ardani, I., & Handayani, S. (2017). Stigma terhadap Orang dengan HIV/AIDS (ODHA) sebagai hambatan pencarian pengobatan: Studi kasus pada pecandu narkoba suntik di Jakarta. *Buletin Penelitian Kesehatan*, 45(2), 81-88. <http://dx.doi.org/10.22435/bpk.v45i2.6042.81-88>
- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Effendy, O. U. (2017). *Ilmu komunikasi: Teori dan praktek*. Remaja Rosdakarya.

- Elamin, M. O., Raja'a, Y., Adetunji, H. A., Khalid, S., & Siddiq, R. (2019). Stigma and discrimination among health care providers towards people living with HIV/AIDS (PLWHA). *International Journal of Public Health Science (IJPHS)*, 8(1), 36-44. <https://doi.org/10.11591/ijphs.v8i1.17081>
- Fatoki, B. (2016). Understanding the causes and effects of stigma and discrimination in the lives of people living with HIV/AIDS: Qualitative study. *Journal of AIDS & Clinical Research*, 7(12), 1-6.
- Fauk, N. K., Ward, P. R., Hawke, K., Mwanri, L., & Mohajer, N. (2021). HIV-related stigma and discrimination towards PLHIV in Indonesia: A qualitative study. *Journal of Public Health Research*, 10(2), 256–267. <https://doi.org/10.4081/jphr.2021.256>
- Firdaus, D. R. S., & Regieria, J. (2022). The communication pattern of online prostitution business that violates intellectual property rights. In Winarni, L., Sasaki, T., Suyatno, S., & Ayu, A. S. (Eds.), *Proceedings of the 7th International Conference on Social and Political Sciences (ICoSaPS 2022) Vol 716*. Springer.
- Kementerian Kesehatan Indonesia. (2023, Mei 8). Kasus HIV dan sifilis meningkat, penularan didominasi ibu rumah tangga. *Sehat Negeriku*. <https://sehatnegeriku.kemkes.go.id/baca/rilis-media/20230508/5742944/kasus-hiv-dan-sifilis-meningkat-penularan-didominasi-ibu-rumah-tangga/>
- Kementerian Kesehatan Republik Indonesia. (2023). *Laporan perkembangan HIV-AIDS & penyakit infeksi menular seksual (PIMS) Triwulan IV Tahun 2022*. Jakarta: Kementerian Kesehatan RI. Diakses dari https://p2p.kemkes.go.id/wp-content/uploads/2023/06/FINAL_6072023_Layout_HIVAIDS-1.pdf
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of human communication (12th ed.)*. Waveland Press.
- Luttrell, R. (2021). Outreach and empowerment: civic engagement, advocacy, and amplification of the women's movement. In Luttrell, R., Xiao, L., Glass, J. (Eds.), *Democracy in the disinformation age: influence and activism in american politics*. Routledge.
- Luttrell, R. M., Capizzo, L. W. (2022). *Public relations campaigns: an integrated approach*. Sage.
- Meng, P., Zhang, G., Ma, X., Ding, X., Song, X., Dang, S., Yang, R., Xu, L. (2024). Characterization of intestinal fungal community diversity in people living with HIV/AIDS (PLWHA). *AIDS Research and Therapy*, 21(10), 1-11.
- Obeagu, E. I., & Obeagu, G. U. (2024). Unmasking the truth: Addressing stigma in the fight against HIV. *Journal of Public Health*, 2(1), 8-22.
- O'Brien, N., Greene, S., Carter, A., Lewis, J., Nicholson, V., Kwaramba, G., Ménard, B., Kaufman, E., Ennabil, N., Andersson, N., Loutfy, M., de Pokomandy, A., Kaida, A. (2017). Envisioning women-centered HIV care: perspectives from women living with HIV in Canada. *Women's Health Issues*, 27(6), 721-730.
- Patriciano, V., Sihombing, D. M. Y. H., Rachmad, T. H. (2024). Romantic relationship progression between deaf and hearing friends based on social penetration theory. *Jurnal Spektrum Komunikasi (JSK)*, 12(2), 195-202.
- Paudel, V., Baral, K. P. (2015). Women living with HIV/AIDS (WLHA), battling stigma, discrimination and denial and the role of support groups as a coping strategy: a review of literature. *Reproductive Health*, 12(53), 1-9.
- Quesenberry, K. A. (2016). Consumer information overload: shift to consumer-centric advertising model. In Brown, R. E., Jones, V. K., Wang, M. (Eds.), *The new advertising: branding, content, and consumer relationships in the data-driven social media era*. Bloomsbury.
- Rusman, F. (2024). *Teori-teori komunikasi*. Universitas Muhammadiyah Malang.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Suseno, T. A. M., & Said, M. P. (2023). Communication pattern "Omahjiwa" community counselor in helping counselees who have anxiety disorder. *Lontar: Journal of Communication Science*, 11(1). <https://doi.org/10.30656/lontar.v11i1.6163>

- Strömbäck, J., Kioussis, S. (2020). Defining and mapping the field of theory and research on political public relations. In Strömbäck, J., Kioussis, S. (Eds.), *Political public relations: concepts, principles, and applications (second edition)*. Routledge.
- Waldron, E. M., Burnett-Zeigler, I., Wee, V., Ng, Y. W., Koenig, L. J., Pederson, A. B., Tomaszewski, E., Miller, E. S. (2021). Mental health in women living with HIV: the unique and unmet needs. *Journal of the International Association of Providers of AIDS Care (JIAPAC)*, 20, 1-18.