

ABSTRAK

Hasil penelitian menunjukkan bahwa komunikasi kesehatan yang dilakukan pendamping ODHIV melalui media *online* berlangsung secara bertahap, dimulai dengan membangun kepercayaan, mengidentifikasi kebutuhan, memberikan edukasi HIV/AIDS, mendorong pemeriksaan HIV, melakukan pendampingan, hingga tindak lanjut. Bentuk dukungan informasional diwujudkan melalui penyampaian informasi mengenai HIV/AIDS, tes HIV, terapi ARV, PrEP, serta layanan kesehatan. Dukungan emosional diberikan melalui empati, mendengarkan keluhan, menjaga kerahasiaan, dan menciptakan rasa aman. Dukungan penghargaan diwujudkan melalui motivasi, penguatan positif, peningkatan kepercayaan diri, serta menumbuhkan harapan hidup. Sementara itu, dukungan instrumental diwujudkan melalui pendampingan pemeriksaan HIV, rujukan ke fasilitas kesehatan, koordinasi dengan tenaga kesehatan, dan tindak lanjut pascapelayanan. Temuan penelitian menunjukkan bahwa komunikasi kesehatan berbasis media *online* tidak hanya berfungsi sebagai sarana penyampaian informasi, tetapi juga sebagai media pemberian dukungan sosial yang mampu meningkatkan keterbukaan, mengurangi kecemasan, serta mempermudah kelompok berisiko dalam mengakses layanan kesehatan HIV.

Kata kunci: komunikasi kesehatan, dukungan sosial, pendamping ODHIV, media *online*, kelompok berisiko HIV.

ABSTRACT

The findings indicate that health communication conducted by PLHIV companions through online media follows several stages, including building trust, identifying the needs of high-risk individuals, providing HIV/AIDS education, encouraging HIV testing, offering continuous assistance, and conducting follow-up activities. Informational support was provided through education on HIV/AIDS, HIV testing, antiretroviral (ARV) therapy, pre-exposure prophylaxis (PrEP), and available health services. Emotional support was demonstrated by showing empathy, listening to participants' concerns, maintaining confidentiality, and creating a sense of security. Esteem support was delivered through motivation, positive reinforcement, strengthening self-confidence, and fostering hope for the future. Instrumental support included assistance in accessing HIV testing services, referrals to healthcare facilities, coordination with healthcare providers, and follow-up after health services had been received. The study concludes that online media-based health communication serves not only as a means of delivering health information but also as an effective platform for providing social support, enhancing openness, reducing anxiety, and improving access to HIV-related healthcare services among high-risk groups.

Keywords: health communication, social support, PLHIV companions, online media, HIV high-risk groups.