



RESEARCH ARTICLE
THE UTILIZATION OF ONLINE-MEDIA ON HIV-AIDS HEALTH INFORMATION BY PUBLIC IN BANDUNG

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Abstract

A dramatic change of Internet use influences not only in technology area, but also on social, politics, culture-economics, and including health aspects.

One of the technology revolutions in communication media is the rise of Internet based media, known as online media. The availability of online media has an impact on people's behavior on information seeking.

The occurrence of online media established itself as one of the source of information for people of Bandung to access on health information concerning HIV-AIDS. In 2012 Bandung had the highest number of people with HIV-AIDS.

This research will describe about the online media utilization of health information seeking on HIV-AIDS for people in Bandung. This research focusing on ranges of people in Bandung, a potentially HIV-AIDS infected people such as survey and FGD. teenager and their parents, with related parties responsible for HIV-AIDS prevention program in Bandung.

The first stage of the research is mapping out how people of Bandung utilize online media to acquire health information on HIV-AIDS, what are the effects on the utilization, what role does some parties have on that particular effort, and what are the obstacles in using online media.

In long term (the next step of the research) it is hoped that a comprehensive pattern or model of communication on utilization of online media as source of information on HIV-AIDS in Bandung will be discovered.

Survey respondents are picked up randomly on ranges of people in Bandung by purposive sampling technique. FGD is done with media experts to obtain qualitative data on online media in Bandung. Deep Interview, observation and literature review are being carried out to complement data from

Keywords: online media utilization, HIV-AIDS and health information

Introduction

Lately the advance of communication and information technology has significant effects towards the development of communication media. The development brings about the classification of communication media, which includes traditional media, conventional media, and contemporary media.

One of the technological revolutions in communication media is the development of

Internet-technology-based communication media known as online-media.

Online media according to Siregar in Kurniawan (2005:20) is:

“... Common term of telecommunication and multimedia-based media (reads-Computer and Internet). Online media consists of portal, website, online-radio, online-television, online press, online mail, etc, with their own characteristics and

