



Role And Function of The Media on Dissemination of Information for Hiv/Aids Prevention at Radio and Television Timor-Leste in Dili Municipality

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ABSTRACT

Background: HIV (Human Immunodeficiency Virus) is a type of virus that infects white blood cells (leukocytes) that causes a decrease in immunity in the human body. AIDS (Acquired Immunodeficiency Syndrome) is the accumulation of symptoms that occur due to the decrease of the body's immunity caused by HIV infection (Rosa, 2024). According to the World Health Organization (WHO, 2023) global HIV statistics report that there are 39.9 million people living with HIV, 1.3 million new HIV infections, 630,000 deaths from AIDS-related diseases and 307 million people accessing antiviral therapy per year (Joint United Nations Program on HIV/AIDS (UNAIDS), 2024). According to the report of the National Institute to Combat HIV/AIDS (INCSIDA, 2025), the total number of HIV/AIDS positive cases in Timor-Leste is 2,042, with the highest number of cases occurring in the municipality of Dili with 1,545, Bobonaro with 117, Covalima with 83, Oecusse with 63 and Baucau with 53 non-HIV/AIDS cases. to 50 are Ermera with 35 cases, Ainaro with 32, Likisa with 24, Manufahi with 22, Manatuto with 20, Lautem with 17, Aileu with 16 and Vikeke with 15 (INCSIDA, 2025).

Objective: The objective of this study was find out the role and function of the media on the dissemination of information for HIV/AIDS prevention in Radio and Television of TimorLeste,Dili Municipality.

Methods: In this research, the researcher used a quantitative correlational method with a cross-sectional study approach. The sampling technique in this research is non probability sampling technique with Total Sampling type. Total population 65, sample 65. Sampling technique uses non probability sampling with type Total Sampling. The data analysis technique used ordinal spearman rho.

Results: The results demonstrated that there was a significant relationship between media role and HIV/AIDS prevention with its correlation coefficient (0.570) and sig. (pvalue=0.000<0.05). And there was a significant relationship between the average function and HIV/AIDS prevention with its correlation coefficient (0.451) and sig. (pvalue=0.000<0.05).

Conclusion: function of media are significantly relationship with HIV/AIDS prevention. Emphasizing the importance for the media to carry out its roles and functions correctly and effectively.

Keywords: Role and Function Media, Information Dissemination, HIV/AIDS Prevention

INTRODUCTION

HIV/AIDS is an infection first identified in a blood sample taken in 1959 from a man in Kinshasa, Democratic Republic of Congo (formerly Zaire). AIDS was first reported in 1981 by the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia. This case of HIV/AIDS not only became a problem for a single country but has become a pandemic in all countries, including Timor-Leste (Oktafirnanda et al., 2024). Globally in 2023, global HIV statistics report that 39.9 million peoples were living with HIV, 1.3 million people acquired a new HIV infection, 630,000 people died from AIDS-related illnesses, and 30.7 million people had access to antiretroviral therapy in 2023. Since the beginning of the epidemic, 88.4 million people have been infected with HIV, and 42.3 million people have died from AIDS-related illnesses (Joint United Nations Programme on HIV/AIDS (UNAIDS), 2024).

Based on data from Indonesia in 2022, there were a total of 36,902 HIV positive cases up to June 2022 and a total of 5,750 AIDS cases. Furthermore, data from the Ministry of Health (Kemenkes) processed by the Central Statistics Agency (BPS) reported a total of 16,410 new AIDS cases in Indonesia during 2023 (Yulianti Valakiah et al., 2024). Also report from the National Institute for Combating HIV/AIDS in 2025, the total number of positive HIV/AIDS cases in Timor-Leste is 2,042, with most cases occurring in the Dili municipality at 1,545, Bobonaro at 117, Cova Lima at 83, Oecusse at 63, and Baucau at 53. Municipalities with fewer than 50 HIV/AIDS cases include Ermera with 35, Ainaro with 32, Liquiçá with 24, Manufahi with 22, Manatuto with 20, Lautém with 17, Aileu with 16, and Viqueque with 15 (INCSIDA, 2025).

According to a report from the Ministry of Health (MoH, 2020), citing the World Health Organization in Timor-Leste, HIV/AIDS is among the top 50 causes of death in Timor-Leste in terms of age-standardized death rate, ranking 39th, with a total rate of 2.66 and a world ranking of 97 in total. In Timor-Leste, the total deaths by cause show that HIV/AIDS ranks 39th among the top 50 causes, with a total of 30 deaths and a combined percentage of 0.43% (WHO, CDC, World Bank, 2020), so that HIV/AIDS is a serious health problem in TimorLeste that threatens people's lives. The main cause of HIV is a virus that attacks the human immune system and eventually causes AIDS. The HIV virus attacks a type of white blood cell whose function is to support the immune system. The HIV virus can be found in blood, vaginal fluids, semen, and breast milk (Rosa, 2024).

Acording to Morissan, mass media as an institution that very important in the world, because media acts as a transformer for all sectors. In the 21st century, information has become a crucial factor for everyone's life, as a necessity to find out what is happening in one's own country and in other countries. Regarding this necessity, media is obliged to seek information through journalistic services to produce informative content that is educational, about global or national

problems, concerning any topic that needs to be understood including health Sector (Sarmento, 2021).

Therefore, the media plays an important role in providing information about HIV/AIDS prevention, in order to prevent HIV/AIDS it is necessary that the information be clear and integrated, starting from the initial phase. In the initial phase, the media needs to disseminate information through television, radio, newspapers, and other digital media in order to raise public awareness so that they do not engage in sexual relations before marriage, do not change partners frequently, routinely get tested for HIV/AIDS, use condoms during sexual activity, avoid drug use, and not use tattoo ink that has been used by others before (Ismayati et al., 2023).

Methodology

In this research, the researcher used a quantitative correlational method with a cross-sectional study approach. The sampling technique in this research is non probability sampling technique with type Total Sampling with 65 samples. The data analysis technique used ordinal spearman rho. Data collection was conducted over a two-week period, from August 18 until september 01, 2025, in Radio and Television Timor-Leste. The primary research instrument was a structured questionnaire, designed to capture relevant data on both independent and dependent variables. Data were analyzed using Descriptive Analyze and Simple Correlation Analyze.

Results

Table 1 Frequency Distribution Based on **Age, Gender, Service Division, and Profession** in Radio and Television in Timor-Leste, Dili Municipality.

Characteristics			
		Frequency	Percentage %
Age	20-30	20	31%
	31-40	37	57%
	41-50	8	12%
Gender	Man	33	51%
	Woman	32	49%

Service division	Radio	27	42%
	Rádio & Television	38	58%
Profession	Editor	17	26%
	Presenter	15	23%
	Reporters	21	32%
	Producer	12	18%

Sources: Research results on Radio and Television Timor-Leste, Dili Municipality.

Table 1 Shows that the frequencies distribution based on **age**, indicating that the **31-40 age** group has the highest frequency with **37** individuals, representing **57%**, while the **41-50 age** group has the lowest frequency with **8** individuals, representing **12%**. The frequency distribution based on **gender** shows that **males** have the highest frequency with **33** individuals, representing **51%**, and **females** have the lowest frequency with **32** individuals, representing **49%**. The frequency distribution based on **service division** shows that the **Radio and Television** division has the highest frequency with **38** individuals, representing **58%**, while the **Television** division has the lowest frequency with **27** individuals, representing **42%**. Finally, the frequency distribution based on **profession** shows that **reporters** have the highest frequency with **21** individuals, representing **32%**, and **producers** have the lowest frequency with **12** individuals, representing **18%**.

Table 2 Frequency distribution based on Role of media Function of media and HIV/AIDS Prevention on Radio and Television in Dili Municipality, Timor-Leste.

Variab les	Strong ly Agree		Agree		Not Really Agree		Disagre e		Strong ly Disagr ee		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Media Role	0	0	23	35	37	57	5	8	0	0	65	100

Media Function	0	0	8	12	33	51	34	37	0	0	65	100
HIV/AIDS Prevention	0	0	2	3	33	51	30	46	0	0	65	100

Sources: Research results on Radio and Television Timor-Leste, Dili Municipality.

Based on Table 2, the frequencies distribution based on media role shows that the majority of respondents chose the category Not Really Agree with a frequency 57%, while Disagree with 8%, media function shows that the majority of respondents chose the category Disagree with 37%, and on HIV/AIDS prevention shows that the 51%.

Table 3 relationship between **Media Role, Media Function** and **HIV/AIDS Prevention**

<i>Spearman rho</i>				
N.	Variables	Sig. (P-Value)	Correlation	Interpretation
1	Media Role	0,000<0,05	0,570	Means positive and Strong correlation
2	Media Function	0,000<0,05	0.451	Means positive and a little strong correlation

Sources: Research results on Radio and Television Timor-Leste, Dili Municipality.

Based on **Table 3** from the Spearman rho correlation analysis results, the 2-tailed significance value of $0.000 < 0.05$ indicates that the hypothesis has a significant relationship and the result of the correlation coefficient interval of 57.0% shows a strong correlation between the variable media Role and HIV/AIDS Prevention with values ranging from 0.40 – 0.59 and from the Spearman rho correlation analysis results, the 2-tailed significance value of $0.000 < 0.05$ indicates that the hypothesis has a significant relationship and the result of the correlation coefficient interval of 45.1% shows a little strong correlation between the variable media Function and HIV/AIDS Prevention with values ranging from 0.40 – 0.59.

Discussion

- a. Relationship between Media Role and Influence on HIV/AIDS Prevention.

Research results from Timor-Leste Radio and Television, Dili Municipality in 2025 show that the Spearman rho correlation analysis obtained a 2-tailed significance value of $0.000 < 0.05$, indicating that the Media's Role in relation to HIV/AIDS Prevention has a correlation value of 0.570, signifying a strong positive relationship of 57.0%.

Related to the results from a sample of 65, based on Table 1, show that the majority of respondents who filled out the questionnaire were aged 31-40 with a frequency of 37 and a percentage of 57%, the majority were male with a frequency of 33 and a percentage of 51%, the majority in the service division were in radio and television with a frequency of 30 and a percentage of 58%, and the majority profession was reporting with a frequency of 21 and a percentage of 32%. Based on Table 2, the frequencies distribution based on media's role shows that the majority of respondents chose the category Not Really Agree with a frequency of 37 and a percentage of 57%, while the fewest respondents chose the category Disagree with a frequency of 5 and a percentage of 8%. Based on the results of the simple correlation analysis in Table 3, it is shown that Media Role with HIV/AIDS prevention has a correlation coefficient of 0.570, which indicates a strong positive relationship.

The results align with the mass communication theory which states that mass media, as an institution or agency that plays a role as an agent of change, particularly as a pioneering institution for change, and the media's role as information and education that always provides information to educate the public to become knowledgeable, think critically and become an advanced society, including educating audiences to become knowledgeable in order to make decisions on various matters, including health, and how to carry out prevention for minor illnesses and HIV/AIDS prevention (Yuliza, 2022).

Furthermore, the research results presented by (Bertrand, et al (2021) show that campaigns through mass media have been effective in changing risky sexual behavior and increasing condom use in developing nations.

Based on the research results shown in the table, it indicates that the relationship between the role of media and HIV/AIDS prevention has a strong positive correlation between the independent and dependent variables. Therefore, from my perspective personally, media have not performed their role effectively, when they do perform their role more effectively, efforts for HIV/AIDS prevention will also be more effective. Consequently, the results of this research also confirm that the media plays an important role in raising awareness, understanding, and practicing HIV/AIDS prevention in the community or society at large.

b. Relationship between Media Role and Influence on HIV/AIDS Prevention.

Research results from Timor-Leste Radio and Television, Dili Municipality in 2025 show that the Spearman rho correlation analysis obtained a 2-tailed significance value of $0.000 < 0.05$, indicating that the Media's Function in relation to HIV/AIDS Prevention has a correlation value of 0.451, signifying a little strong positive relationship of 45,1%.

Related to the results from a sample of 65, based on Table 1, show that the majority of respondents who filled out the questionnaire were aged 31-40 with 57%, the majority were male with a 51%, the majority in the service division were in radio and television with 58%, and the majority profession was reporting with 32%. Based on Table 2, the frequencies distribution based on **media's function** shows that the majority of respondents chose the category **Disagree** with 37%, while the fewest respondents chose the category **Agree** with 12%. Based on the results of the simple correlation analysis in table 3, it is shown that the Media's Function has a

correlation coefficient of 0.451 with HIV/AIDS prevention, which is significant, indicating a little strong positive relationship.

Research in recent years also supports the mass media communication theory which states that the media has an educational and persuasive function to influence the public, especially regarding health issues. According to McQuail (2020), mass media functions not only as a channel for information but also as a social agent that can shape public opinion and influence collective action. In the context of HIV/AIDS prevention, the media plays a crucial role in spreading knowledge, shaping attitudes, and encouraging healthy behaviors consistent with the health messages provided.

Furthermore, the results of a study by Wakefield, et al (2022) confirm that media campaigns can significantly influence health behavior, provided they are repeated, consistent, and adapted to the sociocultural context of the community.

According to the research results in the report, researchers want to conclude that the function of the media is more effective when collaborating with government, specially health institutions, the Ministry of Health, organizations, and civil society groups that fighting against HIV/AIDS, so that efforts to prevent HIV/AIDS are also very effective. The media also needs to use language that is easy to understand, consistent messages, and communication strategies appropriate for local cultures, which are crucial to increasing the effectiveness of the messages delivered.

Conclusions

Based on the research results conducted by Radio and Television Timor-Leste Dili Municipality, it is reported as follows:

- a. Have a relationship between media's role and HIV/AIDS prevention, the correlation coefficient (0.570) and significance ($p\text{-value}=0.000<0.05$) indicate that media role is related to HIV/AIDS prevention.
- b. Have a relationship between media's function and HIV/AIDS prevention, the correlation coefficient (0.451) and significance ($p\text{-value}=0.000<0.05$) indicate that media function is related to HIV/AIDS prevention.

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CONFLICT OF INTEREST

The researcher indepently does research and does not influenced from political issue from institution and parties.

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