

PENINGKATAN *SELF EFFICACY* DENGAN PENDEKATAN *BEHAVIOR CHANGE COMMUNICATION* PADA PEKERJA BANGUNAN DALAM MENCEGAH PENULARAN HIV DAN AIDS DI SURABAYA

(An Increase of Self Efficacy by Behavioral Change Communication Approach on Construction Workers in Preventing HIV and AIDS Spreading in Surabaya)

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ABSTRACT

Introduction : Perceived self efficacy to prevent HIV and AIDS spreading was needed to make HIV and AIDS did not come true. Construction workers is one of community that sensitively to engage with HIV and commercial sex because they work away from home. This study was aimed to analyze self efficacy increasing using behavior change communication approach to construction workers in preventing HIV and AIDS spreading. Methode: This research was quasy experiment with non randomized one group pre post test design. The population was all construction workers in flyover project, Pasar Kembang Surabaya. Total sample was 30 respondent. Independent variables was behavior change communication (BCC) and dependent variables are knowledge, vicarious experience and self efficacy. Data were collected using structured questionnaire and then analyzed using wilcoxon sign test and multiple ordinal regression with level of significance <0.005 . Result: The result of these research indicated that workers knowledge pre and post test has $p <0.000$, so vicarious experience and self efficacy ($p <0.000$). influence of knowledge to self efficacy before BCC has $p 0,000$ meanwhile vicarious experience has $p 0,989$ after BCC, the knowledge's influence to self efficacy ($p 0,120$) and vicarious experience ($p=0,006$) it showed that knowledge had no significant influence, but vicarious experience had significant influence. Discussion: It can be concluded that vicarious experience has a big effect to increase self efficacy, because we can learn something valuable from other people who had an experience. Further study should using BCC and focus on the behavior of workers in avoiding HIV and AIDS contagion.

Keywords : Knowledge, vicarious experience, self efficacy, HIV/AIDS, Behavior Change Communication.