

The IMB (Information, Motivation, Behavioral Skill) Model Approach to Increasing HIV/AIDS Prevention Motivation

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Abstract. One of the serious global health problems and epidemics of the world is HIV/AIDS. Strategies and policies for overcoming HIV/AIDS have been prepared from the global level to the district/city level towards the paradigm of zero new infection, zero AIDS-related death and zero discrimination. It is very important to prevent HIV transmission, especially by PLWHA to other people, through changing risky behavior, in order to break the chain of HIV transmission and reduce the socio-economic impact of HIV/AIDS, so that it does not become a public health problem. One model that can describe the role of intermediary factors in the occurrence of a health behavior is the Information-Motivation-Behavioral Skills (IMB) Model. This model can be applied as HIV/AIDS prevention behavior is information, motivation, and behavior skills (IMB). This model has been proven to increase information, motivation and skills in prevention of risky behavior towards HIV/AIDS transmission in various countries. The purpose of this study was to analyze the IMB Model Approach (Information, Motivation, Behavioral Skill) to Increase HIV/AIDS Prevention Motivation. The research used is quantitative research with a quasi-experimental pre-post test approach with control group design. This research was conducted at the Narcotics Prison Class IIA Sungguminasa with a total sample of 60 respondents consisting of 30 for the control and intervention groups. In the intervention group, based on the results of the Wilcoxon statistical test so that a P-value of $0.001 < 0.05$ was obtained, H_a was accepted and H_0 was rejected, meaning that there is an effect of the IMB model approach on increasing motivation to prevent HIV/AIDS in the inmates of Class IIA Sungguminasa Narcotics Prison. In the control group, based on the results of the Wilcoxon statistical test so that a P-value of $0.197 > 0.05$ was obtained, H_0 was accepted and H_a was rejected, meaning that there was no effect of the IMB model approach on increasing motivation to prevent HIV/AIDS in the inmates of Class IIA Sungguminasa Narcotics Prison. From the exposure of the research results, it can be concluded that the majority of respondents have sufficient HIV/AIDS prevention behavior due to encouragement or motivation, both from within themselves or the results of the IMB model approach that has been carried out to assist in HIV/AIDS prevention.

Keyword: information, motivation, behavioral skill, HIV/AIDS