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THE EFFECT OF HEALTH PROMOTION ABOUT HIV/AIDS ON PREGNANT WOMEN'S KNOWLEDGE AND WILLINGNESS TO PARTICIPATE IN VCT (VOLUNTARY COUNSELING AND TESTING) IN NAGAN RAYA DISTRICT

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ABSTRACT

Background: Between January and June 2023, 123 new cases of HIV and 36 cases of AIDS were detected in Aceh Province. Transmission can occur during pregnancy, during birth, or during breastfeeding. In general, mother-to-child transmission of HIV accounts for 20-45% of all other sources of HIV transmission, such as sex, unsafe needles, and blood transfusions. The aim of this study was to analyze the effect of health promotion about HIV/AIDS on the knowledge and willingness of pregnant women to participate in Voluntary Counseling and Testing (VCT) in Nagan Raya Regency. Purpose to analyze the influence of health promotion about HIV/AIDS on the knowledge and willingness of pregnant women to undergo VCT (Voluntary Counseling and Testing) in Nagan Raya Regency Method: . This type of research is quantitative using the Quasy Experiment design method with Two-Group Pretest-Posttest Design. The sampling technique is the total population as 54 people in the intervention group and 54 people in the control group. Results: the results of the study showed that the average value of knowledge about HIV/AIDS in the intervention group was 10.7963 and the control group was 7.8333. Thus, descriptively, it can be concluded that there is a difference in the average knowledge of pregnant women about HIV/AIDS between the intervention group and the control group. The Sig. (2-tailed) value of 0.000 and 0.013 <0.05 means that H0 is rejected and Ha is accepted, namely the use of health promotion using brochure media to increase pregnant women's knowledge about HIV/AIDS and willingness to participate in VCT in Nagan Raya Regency, Aceh Province is declared effective.

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1. INTRODUCTION

AIDS has always been associated with negative stigmas, particularly those associated with unhealthy sexual behavior or a history of needle sharing. This societal stigma is beginning to change, as those at risk of contracting HIV/AIDS are not limited to those with unhealthy behaviors, including sex workers, intravenous drug users, and clients. HIV/AIDS is also affecting housewives, whose activities are often confined to the home (Kotajin et al., 2020)

Acquired Immune Deficiency Syndrome (AIDS) is a collection of symptoms and infections, or syndromes, that arise from damage to the human immune system caused by a viral infection. The virus that causes this infection is called Human Immunodeficiency Virus (HIV), a virus that weakens the human immune system. People infected with this virus become susceptible to opportunistic infections and are susceptible to tumors. Current treatments for viral infections can slow the rate of viral progression, but the disease cannot yet be completely cured (Burhanuddin & Septiyanti, 2020).

Furthermore, HIV/AIDS transmission occurs through contact or exposure to bodily fluids containing HIV. Transmission methods include sexual intercourse, blood transfusion, the use of contaminated needles or other instruments (acupuncture, piercings, tattoos), and transmission of HIV from pregnant women with HIV to their unborn babies. HIV transmission is a major concern for all parties, given the increasing number of cases and the stigma attached to those with HIV (Irnawati, 2023)

Women's access to information and education is significantly lower, resulting in inadequate knowledge about reproductive health, including issues surrounding HIV/AIDS and the health services they are entitled to. (Purba et al., 2019). Women are often positioned in a way that deprives them of their health needs, with the widespread perception that reproductive-related illnesses are shameful and dirty. Women often contract HIV/AIDS from their husbands, often without their husbands knowing they have it (Sriwahyuni & Lindriani, 2020)

The current HIV and AIDS problem is not only a health issue of infectious diseases, but has become a very broad public health problem. Therefore, treatment is not only medical but also psychosocial, based on a public health approach through primary, secondary, and tertiary prevention efforts. One effort is early detection to determine whether someone is infected with HIV or not through voluntary HIV/AIDS counseling and testing, not forced or mandatory (Setiawan & Ad, 2020)

HIV control programs cannot be implemented solely by health care providers; they must also involve other sectors and communities, especially key populations. This involvement ranges from community prevention efforts to care, support, and treatment, making HIV control programs both public health and individual health efforts (Kemenkes, 2023)

One way to combat HIV and AIDS is through Voluntary Counseling and Testing (VCT). Many people are still afraid to get tested for HIV for various reasons, including discrimination and stigmatization from society and their families. (Widati & Kusumastuti, 2020). If left untreated, this can lead to low utilization of VCT services, which can impact HIV/AIDS case detection and increase the number of HIV/AIDS cases due to late treatment. Case detection is partly determined by a person's decision to purchase a product or service, in this case reporting HIV/AIDS counseling (Yuningsih et al., 2024)

The latest report on AIDS from UNAIDS (United Nations Acquired

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Immunodeficiency Syndrome) in 2016 revealed that ignorance and lack of understanding persist, undermining efforts to end AIDS. In the worst cases, discriminatory attitudes and behaviors are even facilitated by official policies and laws, 72 countries had laws that criminalized HIV/AIDS. This discrimination hampers the treatment of HIV/AIDS itself, as society generally shuns sufferers and considers them a curse (Haq et al., 2024).

In recent years, progress has been recorded in the implementation of HIV control programs in Indonesia. Various HIV services have been developed and the number of people utilizing them has also increased rapidly. Although data on HIV and AIDS case reports collected from the regions is limited, it can be concluded that the significant increase in the number of HIV cases detected from 2009 to 2012 was related to the increase in the number of HIV Counseling and Testing (KTHIV) services during the same period. However, this progress has not been evenly distributed across all provinces, both in terms of effectiveness and quality. Outreach and adherence remain significant challenges, especially in remote and difficult-to-reach areas (Kemenkes RI, 2023)

HIV cases continue to be a global public health problem. The World Health Organization (WHO) recorded that there were approximately 38.4 million people living with HIV (Human Immunodeficiency Virus) worldwide in 2021. Of that number, the majority came from Africa, with 25.6 million cases. Southeast Asia and the United States ranked next with 3.8 million HIV cases each. This was followed by Europe with 2.8 million cases. The Western Pacific region followed with 1.9 million HIV cases. Finally, the Eastern Mediterranean region recorded 430,000 HIV cases. When viewed by gender, in 2021, the highest number of HIV cases was among women, reaching 19.7 million compared to 16.9 million among men. Meanwhile, by age group, global HIV cases in the age group 15 years and older reached 36.7 million cases. Meanwhile, in the age group of children 15 years and under, there were only 1.7 million cases (Setiawan & Ad, 2020)

The Indonesian Ministry of Health reported in 2023 that HIV/AIDS cases in Indonesia remain relatively high. The Ministry of Health predicts that there will be more than 500,000 recorded HIV cases by September 2023. Based on the estimated number of cases by September 2023, there were 515,455 people living with HIV (ADHIV) in Indonesia. Of this total, 454,723 people, or approximately 88%, have been detected or know their HIV status. The age group with the highest number of HIV cases is 25 to 49 years old, around 69.9% of the total cases. Then the second highest age group is 20-24 years old at around 16.1%, aged 50 years and over around 7.7%, and adolescents aged 15-19 years old around 3.5% (Kemenkes RI, 2023).

The number of housewives infected with HIV reaches 35%. The high rate of HIV transmission among housewives is due to low knowledge of prevention and the impact of the disease, as well as having partners who engage in risky sexual behavior. Housewives infected with HIV are at high risk of transmitting the virus to their children. Transmission can occur during pregnancy, during childbirth, or during breastfeeding. In general, mother-to-child transmission of HIV accounts for 20-45% of all other sources of HIV transmission, such as through sex, unsafe needles, and blood transfusions. As a result, 45% of babies born to HIV-positive mothers will be born with HIV and will remain HIV-positive throughout their lives. Regarding the detection process, the Ministry of Health noted that only 55% of pregnant women are tested for HIV because most do not have their husbands' permission to be tested (Kemenkes RI, 2023)

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Between January and June 2023, 123 new HIV cases and 36 AIDS cases were detected in Aceh Province. Banda Aceh City contributed 49 cases, the highest in Aceh. This was followed by Langsa City with 23 cases, and Lhokseumawe City with 9 cases. At the district level, Southeast Aceh and North Aceh both recorded 9 cases. However, the spread of these cases also involved a number of other regions, with cases being discovered in various areas. Based on data collected from 2004 after the tsunami until June 2023, HIV/AIDS cases in Aceh had reached an astonishing 2,094 cases. Of these, 1,321 were infected with HIV, while 772 others were diagnosed with AIDS. People living with HIV (PLHIV) were most exposed through homosexual practices, reaching 72.4%, followed by transgender women (Women) with 32%. Transmission also occurred through repeated needle sharing among drug users. The estimated number of people at risk of HIV infection in Aceh in 2022 is 1,417,70. Of those at risk who received standardized services, 47,973 received standardized early detection services, with a percentage of 33.84% receiving standardized HIV services (Aceh, 2024).

In 2023, there were 4 cases of HIV in Nagan Raya Regency (Aceh Health Office, 2024). Based on a preliminary survey conducted by the author at the Ujong Patihah Community Health Center in Nagan Raya Regency on July 2, 2024, it was found that 3,145 patients had been examined at the VCT clinic from 2020 to 2023. The number of visits in 2023 in January was 19 people (4 men and 15 women), February was 4 people (2 men and 2 women), March was 22 people (21 men and 1 woman), April no one checked, May was 56 people (10 men and 46 women), June was no one checked, July was 13 people (5 men and 8 women), August was 15 people (all women), September was 70 people (4 men and 66 women), October was 72 people (1 man and 71 women), November was 34 people (all women) and December was 2 people (1 man and 1 woman) (Puskesmas Ujong Patihah , 2024).

Visits to the VCT clinic by pregnant women were in 2023 in May as many as 8 people, August as many as 9 people and 1 pregnant woman was found to be HIV/AIDS positive, in September as many as 16 people, in October as many as 20 people, November as many as 10 people and no pregnant women checked themselves at the VCT in December (Puskesmas Nagan Raya, 2023).

The researcher's interest in this title is because the incidence of HIV/AIDS is increasing day by day, coupled with the fact that pregnant women with HIV/AIDS have been found at the Nagan Raya District Health Center, so the researcher feels that this is very important to research in order to prevent an increase in incidence and preventative measures can be taken as early as possible.

Brochure media was chosen in this study because it is more appropriate for the characteristics of pregnant women and the health service context in Nagan Raya District. In rural and district settings, printed brochures are easier to distribute during antenatal care visits and do not require smartphones, internet access, electricity, or audiovisual equipment.

Brochures also allow pregnant women to re-read the information at home, discuss it with their husbands or family members, and access the content privately, which is particularly important for sensitive topics such as HIV/AIDS and VCT. In addition, brochure-based education is relatively low-cost, practical, and easy to standardize for use in primary health care services. Therefore, brochures were considered the most feasible and context-appropriate health promotion medium for this study.

The results of interviews with 5 pregnant women at the DTP Bandar

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Community Health Center, Bener Meriah Regency, showed that of the 5 pregnant women, 2 were willing to undergo VCT and 3 others were not willing. Of the two mothers who were willing, on average, had sufficient knowledge about HIV/AIDS obtained through the internet, magazines and had a positive attitude towards this VCT program. Meanwhile, the 3 pregnant women who were not willing, on average, had insufficient knowledge about HIV/AIDS and had a negative attitude towards VCT examinations. On average, they said there was no need to undergo VCT because so far they had not done anything that violated norms and were afraid of the act of taking blood samples and being afraid of receiving the results. Therefore, based on the background above, the author is interested in researching with the title "the effect of health promotion about HIV/AIDS on the knowledge and willingness of pregnant women to undergo VCT (Voluntary Counseling and Testing) in Nagan Raya Regency".

2. METHOD

This type of research is quantitative using the Quasy Experiment design method with Two-Group Pretest-Posttest Design. The population in this study was all pregnant women in Nagan Raya Regency totaling 108 people. The sampling technique was the total population as 54 people in the intervention group and 54 people in the control group. Menarche in Adolescent Girls in Nagan Raya Regency, Aceh Province.This research was conducted in September 2024 in Nagan Raya Regency.Univariate data analysis and bivariate analysis with t-test. Ethical clearancehas been submitted to the research ethics commission of STIKES Guna Bangsa Yogyakarta with number 025/KEPK/IX/2024.

3. RESULTS AND DISCUSSION

Analysis of table 1 shows that the majority of respondents in the control group in this study were aged 20-35 years, as many as 44 people (82%). The majority of respondents were educated in the middle category as many as 23 people (42.6%), then also the majority of housewives (IRT) as many as 40 people (74.1%). The majority of pregnancy spacing was 2-5 years as many as 23 people (42.6%), and the gestational age was in the 3rd trimester category as many as 32 people (59.3) and had a majority of parity in the multiparous category as many as 32 people (59.3%).

Table 1 Characteristics of respondents in Nagan Raya Regency

Respondent Characteristics	N (%)			
	Intervention		Control	
	n	%	n	%
Mother's Age				
20-35 Years	47	87.0	44	81.5
36-45 Years	6	11.1	9	16.7
>45 years	1	1.9	1	1.9
Total	**54**	**100**	**54**	**100**
Education				
Base	11	20.4	12	22.2
Intermediate	26	48.1	23	42.6
Tall	17	31.5	19	35.2
Total	**54**	**100**	**54**	**100**
Work				
housewife	4	77.8	40	74.1
Trader	2	9.3	6	11.1
Honorary	5	3.7	2	3.7
civil servant	2	7.4	5	9.3
Private	4	1.9	1	1.9
sector employee	1			
Total	**54**	**100**	**54**	**100**
Pregnancy spacing	2	38.9	22	40.7
There isn't	1	7.4	4	7.4
any	4	44.4	23	42.6
< 2 years	2	9.3	5	9.3
2-5 years	4			
> 5 years	5			
Total	**54**	**100**	**54**	**100**

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Respondent Characteristics	N (%)			
	Intervention		Control	
	n	%	n	%
Gestational age				
Trimester 2	19	35.2	22	40.7
Trimester 3	35	64.8	32	59.3
Total	**54**	**100**	**54**	**100**
Parity				
Primipara	20	37.0	22	40.7
Multipara	34	63.0	32	59.3
Total	**41**	**100**	**41**	**100**

Respondents in the intervention group in this study were aged 20-35 years as many as 47 people (87.0%). The majority of respondents were educated in the middle category as many as 26 people (48.1%), then also the majority of housewives (IRT) as many as 42 people (77.8%). The majority of pregnancy intervals were 2-5 years, as many as 24 people (44.4%) and the gestational age in the 3rd trimester category was 35 people (64.8) and the majority of parity was in the multiparous category, as many as 34 people (63.0%).

Knowledge

Table 2 Pre-test and Post-test Results of the Intervention Group in Nagan Raya Regency

Intervention Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Pre-Test	*54*	2.04500	6.6852	*0.000*	-4.53749	-3.68473
Post-Test	*54*	1.70880	*10.7963*			

Analysis of table 2 of the research results above, it is known that the summary of the descriptive statistical results of the average of the two samples studied, namely pre-test and post-test, the pre-test value obtained an average of 6.6852 and a post-test of 10.7963. The average pre-test value <post-test, so it means that descriptively there is a difference in the value of pregnant women's knowledge about HIV/AIDs before and after Health promotion using brochures. The p-value of 0.000 <0.05 means that Ho is rejected and Ha is accepted so that it can be concluded that there is an influence of Health promotion on increasing pregnant women's knowledge about HIV/AIDs in Nagan Raya Regency.

Table 3. Pre-test and Post-test Results of the Control Group in Nagan Raya Regency

Intervention Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Pre-Test	*54*	2.08661	6.2037	*0,000*	-1.89631	-1.36295
Post-Test	*54*	2.47058	7.8333			

Analysis of table 3 of the research results above, it is known that the summary of the descriptive statistical results of the average of the two samples studied, namely pre-test and post-test, the pre-test value obtained an average of 6.2037 and a post-test of 7.8333. The average pre-test value <post-test means that descriptively there is a difference in the value of maternal knowledge about HIV/AIDs before and after health promotion without using brochures. The p-value is 0.000 <0.05, so Ho is rejected and Ha is accepted so that it can be concluded that there is an effect of health promotion without using brochures on increasing the knowledge of pregnant women about HIV/AIDs in Nagan Raya Regency in 2024.

Table 4 Post-test Delta Values for Both Groups in Nagan Raya Regency

Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Intervention	*54*	1.70880	10.7963	*0.000*	2.15250	3.77342

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Control	*5 4*	2.47 058	7.83 33

Analysis of table 4 shows that the number of knowledge data for the intervention group is 54 and the control group is 54. The average value of knowledge about HIV/AIDS for the intervention group is 10.7963 and the control group is 7.8333. Descriptively, it can be concluded that there is a difference in the average knowledge of pregnant women about HIV/AIDS between the intervention group and the control group, then the average value of the intervention group is greater than the control group. The significant value of Levene's Test For Equality of Variances is 0.121> 0.05, which means that the data variance between the intervention group and the control group is homogeneous or the same, so that the interpretation of the Independent Sample Test output table above is guided by the value contained in the table "Aqual variances assumed" namely a p value of 0.000 <0.05 meaning that Ho is rejected and Ha is accepted. Thus, it can be concluded that there is an effect of health promotion using brochure media on increasing knowledge of pregnant women about HIV/AIDS in Nagan Raya Regency in 2024.

Based on the results of research in Nagan Raya Regency in 2024, the number of data obtained from the knowledge results of the intervention group was 54 and the control group was 54. The average value of the knowledge results about HIV/AIDs for the intervention group was 10.7963 and the control group was 7.8333. Thus, descriptively, it can be concluded that there is a difference in the average knowledge results of pregnant women about HIV/AIDs between the intervention group and the control group, then the average value of the intervention group is greater than the control group. The significant value of Levene's Test For Equality of Variances is 0.121> 0.05, which means that the data variance between the intervention group and the control group is homogeneous or the same, so that the interpretation of the Independent Sample Test output table above is guided by the values contained in the "Aqual variances assumed" table, namely a p-value of 0.000 <0.05, meaning that Ho is rejected and Ha is accepted. Thus, it can be concluded that there is an influence of health promotion using brochures on increasing pregnant women's knowledge about HIV/AIDS in Nagan Raya Regency in 2024.

A brochure is a written informational material about a topic that is systematically arranged or printed, consisting of only a few pages and folded without binding, or a printed leaflet containing brief but comprehensive information. Therefore, brochures can be used as teaching materials, and the presentation can be derived from the basic competencies that students must master. Brochures can be an engaging teaching material due to their attractive and practical format. Illustrations in a brochure will further enhance students' interest in using it (Pulukadang, 2021).

In line with (Mulyani, 2016) theory about the advantages of brochures, among others, brochure media has an attractive appearance, because brochures are made from various images that are combined and arranged in such a way that they pay attention to beauty. Brochures are made from materials available in the surrounding environment, the materials are easy to obtain, the method of making is also not difficult so that everyone from children to adults can make brochures. In general, brochures have the same size as books, this can make brochures easier to carry and store. However, brochures themselves have various forms. Realistic in showing the main topic With brochures, you can show an object that looks real through pictures and photos. Thus, we will be easier to remember it. With brochures, it can be a solution regarding the

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many events or objects that are difficult to see directly.

Research conducted by Lumy et al. (2017) showed that the level of knowledge before health promotion was mostly in the poor category (60.5%), and after health promotion was given, the level of knowledge of respondents was in the good category (76.7%). The analysis showed a p value of 0.0001, which means that it can be concluded that there is an effect of health promotion about HIV/AIDS on the level of knowledge of pregnant women.

Carvalho et al.'s (2023) research on the influence of health education through HIV/AIDS leaflet media on adolescents' knowledge about HIV/AIDS at SMPN 1 Sukoharjo found that the p value = 0.020 means there is an influence between the independent variable and the dependent variable.

Based on the results of the research that has been conducted, it was found that the intervention group and the control group experienced an increase in knowledge of pregnant women after health promotion using brochures or not using brochures. However, in this study, health promotion using brochures significantly increased knowledge compared to without using brochures, this can be proven by the average value before and after health promotion can be seen in table 4.5 which can show clear numbers. This increase in knowledge is because when health promotion uses brochures, respondents are more enthusiastic because it is also equipped with interesting media and has images and writing that are easy to remember and interesting in terms of images and writing that are more concise and clear.

In this study, health promotion was conducted through counseling using the lecture method, which is one way to explain or clarify an idea, understanding, or role verbally to listeners accompanied by discussion and questions and answers, so that respondents understand what is given and conveyed through brochures containing important information about HIV/AIDS and accompanied by attractive images so that the information can be easily understood.

Through the provision of health promotion and distribution of leaflets, respondents were more enthusiastic in listening while providing positive responses. This can be seen from the evaluation conducted within a short time after the provision of health promotion, it turned out that the results significantly influenced the questionnaire answers. Thus, with the provision of effective health promotion can influence the level of knowledge of pregnant women in Nagan Raya Regency

Availability to participate in VCT

Table 5 Pre-test and Post-test Results of the Intervention Group in Nagan Raya Regency

Intervention Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Pre-Test	*54*	.45211	1.7222	*0.000*	-.40118	-.15438
Post-Test	*54*	.00000	2,000			

Analysis of table 5 of the research results above, it is known that the summary of the descriptive statistical results of the average of the two samples studied, namely pre-test and post-test, the pre-test value obtained an average of 1.7222 and a post-test of 2.000.

The average pre-test value <post-test means that descriptively there is a difference in the value of the willingness of pregnant women to participate in VCT before and after Health promotion using brochures. The p-

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value of 0.000 <0.05 means that Ho is rejected and Ha is accepted so that it can be concluded that there is an influence of Health promotion on the willingness of pregnant women to participate in VCT in Nagan Raya Regency in 2024

Table 6 Pre-test and Post-test Results of the Control Group in Nagan Raya Regency

Intervention Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Pre-Test	*54*	.29258	1.9074	*0,000*	-.17245	-.01273
Post-Test	*54*	.00000	2.0000			

Analysis of table 6 of the research results above, it is known that the summary of the descriptive statistical results of the average of the two samples studied, namely pre-test and post-test, in the control group the pre-test value obtained an average of 1.9074 and a post-test of 2.000. The average pre-test value <post-test means that descriptively there is a difference in the value of the willingness of pregnant women to participate in VCT before and after health promotion without using brochures. The p-value is 0.024 <0.05, so Ho is rejected and Ha is accepted so that it can be concluded that there is an effect of health promotion without using brochures on increasing knowledge of pregnant women about HIV/AIDs in Nagan Raya Regency.

Infectious disease

Table 7 Post-test Delta Values for Both Groups in Nagan Raya Regency

Group	*N*	*Std. Deviation*	*Mean*	*P*	*CI 95%*	
					Lower	*Upper*
Intervention	*54*	.45211	1.7222	*0,00*	-.33048	-.03989
Control	*54*	.29258	1.9074			

Analysis of table 7 shows that the number of knowledge data for the intervention group is 54 and the control group is 54. The average value of knowledge about HIV/AIDS for the intervention group is 1.7222 and the control group is 1.9074. Descriptively, it can be concluded that there is a difference in the average results of the willingness of pregnant women to participate in VCT between the intervention group and the control group, then the average value of the intervention group is greater than the control group. The significant value of Levene's Test For Equality of Variances is 0.000 <0.05, which means that the data variance between the intervention group and the control group is homogeneous or the same, so that the interpretation of the Independent Sample Test output table above is guided by the value contained in the table "Aqual variances not assumed" namely the p value of 0.013 <0.05 meaning that Ho is rejected and Ha is accepted. Thus, it can be concluded that there is an effect of health promotion using brochures on the willingness of pregnant women to participate in VCT in Nagan Raya Regency in 2024.

Based on the results of research conducted in Nagan Raya Regency in 2024, the number of knowledge data for the intervention group was 54 and the control group was 54. The average value of knowledge about HIV/AIDS for the intervention group was 1.7222 and the control group was 1.9074. Thus, descriptively, it can be concluded that there is a difference in the average results of the willingness of pregnant women to participate in VCT between the intervention group and the control group, then the average value of the intervention group is greater than the control group. The significant value of Levene's Test For Equality of Variances is 0.000 <0.05, which means that the data variance between the intervention group and the control group is homogeneous or the

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same, so that the interpretation of the Independent Sample Test output table above is guided by the value contained in the table "Aqual variances not assumed" namely the p value of 0.013 <0.05 meaning that H0 is rejected and Ha is accepted. Thus, it can be concluded that there is an influence of health promotion using brochures on the willingness of pregnant women to participate in VCT in Nagan Raya Regency in 2024.

A brochure is a tool for promoting goods, services, and so on. It is made of paper and contains various information and offers about the service or product. Another definition of a brochure is an official publication tool from a company that has a printing factory that contains various information about a product, service, program, and so on, and is aimed at a target market and other specific targets (Iqbal et al., 2022)

The results of this study indicate that brochures are very effective as a health promotion medium for pregnant women, as they have been shown to increase the average willingness to participate in VCT. This is because brochures can also be used as educational games for creativity. Educational games are games that train physical abilities and stimulate thinking skills (Azyura, EN & Mulyani, 2018). The brochures presented by the researchers contained very attractive images and narratives with bright colors, which can increase respondents' interest in reading. This interest then makes respondents feel at home holding the brochure for a long time, so that what they read can be remembered and increase awareness of pregnant women so that they are willing to participate in VCT voluntarily.

This is in line with the research of (Sriwahyuni & Lindriani, 2020) on the Influence of Health Education About HIV/AIDS in High-Risk Groups on Willingness to Participate in the Voluntary Counseling and Testing (VCT) Program in the Palopo City Area, South Sulawesi, which found that the increase in the willingness of pregnant women before (Pretest) and after health education (posttest), showed that the p value = .001. and the results of this study showed a p value <.05, so H0 was rejected, which can be interpreted that there was an increase in willingness before and after health education about HIV-AIDS was carried out in the Palopo City area, South Sulawesi in 2019.

Brochures have been shown to have an impact on increasing the willingness of pregnant women to participate in VCT. Therefore, the use of brochures needs to be increased in health education and promotion programs conducted by health workers, especially regarding HIV/AIDS and other materials that need to be promoted to the public. Effective media like this can increase public knowledge, which will influence changes in attitudes and health behaviors to be more positive, especially regarding HIV/AIDS, so that they are willing to participate in VCT voluntarily.

4. CONCLUSION

Based on the results of research conducted in Nagan Raya Regency in 2024, it was found that there was an influence of health promotion using brochure media on increasing pregnant women's knowledge about HIV/AIDs. Based on the results of research conducted in Nagan Raya Regency in 2024, it was found that there was an influence of health promotion using brochure media on the willingness of pregnant women to participate in VCT.

In the intervention group, it was found that the average pre-test score < post-test, meaning there was a difference in the value of pregnant women's knowledge about HIV/AIDs before and after Health promotion using brochures in Nagan Raya Regency in 2024. In the intervention group,

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it was found that the average pre-test score < post-test, meaning there was a difference in the value of willingness to participate in VCT before and after Health promotion using brochures in Nagan Raya Regency.

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