

ABSTRACT

Designing Infographic Video Indonesia without Stigma and Discrimination against People Living with HIV/AIDS

For society, HIV/AIDS is one of the most dreaded diseases because in addition to being deadly, HIV is also an infectious disease that spreads rapidly, including in Indonesia. According to data from the Ministry of Health, there were 184,929 HIV cases in Indonesia in 2005 to 2015 spreading across 498 districts/cities in Indonesia. Despite the increased transmission of HIV/AIDS, knowledge and understanding of the public of HIV/AIDS itself remain very limited so as to result in a misconception and unclear speculation among the public about HIV/AIDS which in turn leads to excessive fear, including stigma to and discrimination against people living with HIV/AIDS (PLWHA). These definitely serve as a severe social punishment for PLWHA that may impair their life quality and inhibit their rehabilitation. If no attempts are made to get rid of these stigma and discrimination, this may lead to the problems controlling and preventing the HIV/AIDS epidemic itself because the social punishment which society give increases fear making people reluctant to examine whether their body is infected with HIV or not. In this final assignment, the techniques employed to collect data were qualitative methods and conducting observation, interviews, literature review, and questionnaire distribution. This campaign media designing aims to campaign for Indonesia which is free from stigma to and discrimination against PLWHA and provide information and education for society concerning the negative impact arising from such stigma and discrimination.

Keywords: Rumah Cemara, Infographic Video, Stigma and Discrimination, HIV/AIDS