

# Self disclosure pada komunikasi interpersonal dalam penerapan pemasaran sosial (studi kasus: program layanan alat suntik steril Yayasan Karisma) = Self disclosure in interpersonal communication in running social marketing (studi kasus: program layanan alat suntik steril Yayasan Karisma)

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## Abstrak

### [<b>ABSTRAK</b><br>

Latar belakang penelitian ini adalah fenomena penularan HIV melalui penggunaan alat suntik yang tidak steril dari Pengguna Narkoba Suntik (Penasun). Perilaku menyuntik penasun secara bergantian membuat tingginya angka penularan HIV di kalangan penasun untuk itu dibutuhkan peranan petugas outreach dalam menjalankan pemasaran sosial Layanan Alat Suntik Steril (LASS). Tujuan penelitian ini mendapatkan gambaran mengenai self-disclosure pada komunikasi interpersonal dalam menerapkan pemasaran sosial yang dilakukan oleh petugas outreach untuk merubah perilaku penasun agar menggunakan alat suntik steril. Metode penelitian kualitatif deskriptif. Disimpulkan penelitian ini menunjukkan ketidakberhasilan pemasaran sosial karena petugas outreach yang tidak mampu membuat penasun melakukan self-disclosure, banyak penasun yang belum membuka dirinya.

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Background of this research was the phenomenon of HIV transmission through the use of unsterile needle syringe behaviour among Injecting Drug Users IDUs IDUs habit to used unsterille needle syringe increased HIV transmission among them it make the role of outreach officer in running sosial marketing sterile needle syringe programme became important The purpose of this research was to get the description about self disclosure for social marketing which done by the outreach officer to change their behaviour use sterile needle syringe The methode was using descriptive qualitative The conclusion showed that the social marketing had not been success yet because outreach officer had not been able yet to make IDUs doing self disclosure so most IDUs had not been willing to open themselves to their outreach officer ;Background of this research was the phenomenon of HIV transmission through the use of unsterile needle syringe behaviour among Injecting Drug Users IDUs IDUs habit to used unsterille needle syringe increased HIV transmission among them it make the role of outreach officer in running sosial marketing sterile needle syringe programme became important The purpose of this research was to get the description about self disclosure for social marketing which done by the outreach officer to change their behaviour use sterile needle syringe The methode was using descriptive qualitative The conclusion showed that the social marketing had not been success yet because outreach officer had not been able yet to make IDUs doing self disclosure so most IDUs had not been willing to open themselves to their outreach officer ;Background of this research was the phenomenon of HIV transmission through the use of unsterile needle syringe behaviour among Injecting Drug Users IDUs IDUs habit to used unsterille needle syringe increased HIV transmission among them it make the role of outreach officer in running sosial marketing sterile needle syringe programme became important The purpose of this research was to get the description about self

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