





## MEDIA USED FEMALE SEX WORKER IN SEXUAL HEALTH MANAGEMENT

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### ABSTRACT

Localization and female sex workers are a complex social problem. Social and health problems are a form of complexity. Solutions to problems are interrelated and simultaneous because the characteristics and patterns of communication in localization, especially those which is done by female sex workers have their own characteristics. Negative labeling given by the community to this group become the identifier or differentiator in their patterns and characteristics in communicating within the group. The focus of his research was the use of health communication media for female sex workers in health management to overcome Sexually Transmitted Infections (STI) and their group interactions through qualitative descriptive research with case studies. The informants involved were the main and key informants where the main informants took the peer educator for female sex workers and representatives of female sex workers who did not include peers. While key informants are involving parking men and pimps. The result of this study is that the use of health media by female sex workers has a typology that depends on the characteristics of the group. Likewise, the success of health management depends on massive and appropriate media use. The effectiveness of media can be obtained from group communication whose communication approach cannot be equated.

**Keywords:** Media Used, Health Management, Female Sex Workers

### 1. INTRODUCTION

The localization phenomenon and the female sex worker is a single entity that makes a social issues become very complex. In the case of female sex workers, many things occurred, not only relates to the social issues but also issues of health. The solutions about Health and social problems for female sex workers cannot be separated. In other words, the solution to the problems will be the interconnected and simultaneous problem-solving.

The study of female sex workers and health communication is varying. As the results of the previous research that shows a fairly high correlation between the use of health media exposure to the level of health understanding for female sex workers in localization. The correlation was shown with healthy behavior changes of female sex workers in daily life after knowing and understanding the content of health media (Setiyaningsih, 2017).

Wulandari (2013) concluded that the issue of reproductive health, the issue of sexuality that are considered taboo by society can inhibit the knowledge and understanding to be aware in keeping their reproductive health. Through the



