ABSTRACT

Media comes from the Latin; it is the plural of "Medium" which literally means "Intermediary" or "Introduction"; it is an intermediary or the source of the message with the recipient of the message. Group of teenagers are those who have a high curiosity and wanted to try something new. If they do not get the right and exact information, then they will be in the wrong association. The purpose of this research was to identify differences in knowledge and attitudes of adolescents to HIV / AIDS before and after being exposed to media.

This research was research in nature of "quasi-experimental", this design has not been characterized by actual experimental research design, because of confounding variables (confounding) should be investigated, not controlled and manipulated. The research started by determining research respondents who were divided into two groups: the study group or also called the case group and the control group. Selection was made by way of non-random sampling. The case group was given intervention, whereas the control group was not or allowed to be natural.

Based on the T-test results of paired samples (Paired t-test) with a significant level of 5% it is known that the value of $p = 0.000 < \alpha = 0.05$, which indicates that there are significant differences between the respondents' knowledge before and after treatment. An increase in knowledge can also be seen from the average value in the three treatment groups.

While the value of attitude shows that there is difference in respondents' knowledge before and after treatment. Based on the T-test results of paired samples (Paired t-test) with a significant level of 5% it is known that the value of $p = 0.000 < \alpha = 0.05$, which indicates that there are significant differences between respondents knowledge before and after treatment. An increase in knowledge can also be seen from the average value in the three treatment groups.

Of all the T-test results that have been done, there are differences which were significant on knowledge and attitudes before and after treated.

Keywords: Media, Media Health Promotion, HIV / AIDS