

ABSTRACT

**THE CORRELATION BETWEEN LABELING AND TAKING ACTION
TOWARDS RISKY BEHAVIOUR OF HIV/AIDS TRANSMISSION IN MSM
(MEN SEX WITH MEN) BASED ON AIDS RISK REDUCTION MODEL
(ARRM) IN SURABAYA**
Cross Sectional Study

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Introduction: The phenomenon of men who have sex with men (MSM) is believed to be one of the key behind the spreading of HIV/AIDS transmission because of these men's sexual behavior including unsafe anal sex and having more than one sex partner which eventually lead into HIV/AIDS transmission. The purpose of this study was to determine the correlation between labeling and taking action of risky behavior of HIV/AIDS transmission by gay males in Surabaya. **Method:** this study used cross-sectional design, by taking data using convenience sampling technique and total number of respondents is 36. Independent variable consist of labeling, consists of knowledge, susceptibility, aversive emotions, and social norm. Dependent variable was the action-taking of risky behavior towards HIV/AIDS infection. Data were obtained by questionnaire which then analyzed using Spearman's rank rho with p value = 0,05. **Results:** The study found that knowledge ($p = 0.006$ and $r = 0.447$), susceptibility ($p = 0.021$ and $r = 0.384$), and social norms ($p = 0.012$ and $r = 0.414$) were associated with taking risky behavior for HIV/AIDS transmission, while aversive emotions ($p = 0.320$ and $r = 0.170$) was not related to taking risky action toward HIV/AIDS transmission. **Discussion:** knowledge, susceptibilty, and social influences are directly proportional to taking behavioral actions at risk of HIV/AIDS transmission. HIV and AIDS. Further research was needed to explore deeper aspects of correlation between labeling and taking action based on AIDS risk reduction model.

Keywords: Labeling, Taking Action, Risk Behavior HIV / AIDS, MSM