

**POSITHIVA SEBAGAI MEDIA PENINGKATAN DAN MONITORING
KEPATUHAN TERAPI ANTIRETROVIRAL PASIEN HIV/AIDS
BERBASIS APLIKASI *MOBILE***

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ABSTRAK

HIV/AIDS menjadi masalah kesehatan serius di Indonesia. Pemerintah menargetkan capaian 95-95-95 untuk pengendaliannya, yang sangat bergantung pada kepatuhan terapi antiretroviral (ART) seumur hidup. Namun, kepatuhan ART masih rendah karena efek samping obat, lupa minum obat, kesibukan, dan stigma sosial. *Telemedicine* terbukti meningkatkan akses layanan dan mengurangi stigma, namun aplikasi khusus ART di Indonesia masih terbatas. Penelitian ini bertujuan untuk *mengembangkan entity relationship diagram (ERD), data flow fiagram (DFD)*, serta rancangan *prototype* aplikasi POSITHIVA sekaligus mengevaluasi kegunaan (*usability*) pengembangan aplikasi tersebut dari perspektif pasien HIV/AIDS dan penyedia layanan ART. Oleh karena itu, pengembangan *prototype* awal aplikasi POSITHIVA sebagai sarana pendukung terapi ART menjadi langkah strategis yang penting untuk menjawab kebutuhan ini, sekaligus sebagai pondasi pengembangan intervensi digital di masa mendatang, khususnya bagi orang dengan HIV/AIDS. Penelitian ini menggunakan metode penelitian *Research and Development (RnD)* dengan pendekatan ADDIE, yang terdiri dari lima tahap utama: *Analyze, Design, Development, Implement, dan Evaluate*. Prosedur pengembangan fokus pada perancangan produk dan validasi internal oleh ahli, tanpa dilanjutkan dengan pengujian produk secara luas. Penelitian dilakukan di Puskesmas Kuta II dengan partisipan berupa ahli materi, ahli media, dan calon pengguna (pasien HIV/AIDS serta penyedia layanan ART). Teknik pengumpulan data meliputi wawancara, kuesioner, dan uji coba produk menggunakan instrumen validasi dan *System Usability Scale (SUS)*. Selama penelitian, dilakukan analisis data kuantitatif dan kualitatif untuk mengukur kelayakan dan efektivitas *prototype* aplikasi. Masing-masing uji ahli materi dan uji ahli media memperoleh persentase skor 89,00% dan 88,57% dengan kategori “Sangat Baik”. Uji kegunaan pada partisipan melalui instrument SUS memperoleh skor 77,29 dengan kategori “*Excellent*”. Dengan demikian, pengembangan awal POSITHIVA menunjukkan potensi dalam menunjang dan meningkatkan kepatuhan ART.

Kata kunci: *Telemedicine*, HIV/AIDS, Kepatuhan Terapi ARV, ADDIE.

**POSITHIVA AS A MOBILE APPLICATION–BASED MEDIA FOR
IMPROVING AND MONITORING ANTIRETROVIRAL THERAPY
ADHERENCE IN PATIENTS WITH HIV/AIDS**

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ABSTRACT

HIV/AIDS remains a serious public health problem in Indonesia. The government has adopted the 95–95–95 targets for its control, which depend heavily on lifelong adherence to antiretroviral therapy (ART). However, ART adherence remains suboptimal due to medication side effects, forgetfulness, busy daily routines, and social stigma. Telemedicine has been shown to improve access to health services and reduce stigma, yet ART-specific mobile applications in Indonesia are still limited. This study aimed to develop an Entity Relationship Diagram (ERD), a Data Flow Diagram (DFD), and a prototype design of the POSITHIVA application, as well as to evaluate the usability of the developed application from the perspectives of people living with HIV/AIDS and ART service providers. Therefore, the initial development of the POSITHIVA prototype as a supportive tool for ART is considered a strategic step to address these needs and to serve as a foundation for future digital health interventions, particularly for people living with HIV/AIDS. This study employed a Research and Development (R&D) method using the ADDIE approach, which consists of five main stages: Analyze, Design, Development, Implement, and Evaluate. The development procedure focused on product design and internal validation by experts, without proceeding to large-scale field testing. The research was conducted at Puskesmas Kuta II with participants including content experts, media experts, and prospective users (people living with HIV/AIDS and ART service providers). Data were collected through interviews, questionnaires, and product trials using validation instruments and the System Usability Scale (SUS). Quantitative and qualitative data analyses were performed to assess the feasibility and effectiveness of the application prototype. The expert review by content and media specialists yielded scores of 89.00% and 88.57%, respectively, both categorized as “Very Good.” Usability testing using the SUS resulted in a score of 77.29, categorized as “Excellent.” Thus, the initial development of POSITHIVA demonstrates strong potential to support and enhance ART adherence.

Keywords: *Telemedicine*, HIV/AIDS, ART Adherence, ADDIE.