

RECIPROCAL DETERMINISM "DAKOCAN" CHALLENGE EFFORTS TO REDUCE HIV AND AIDS CASES IN JEMBER DISTRICT

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INTRODUCTION

Data from Jember District Health Office of 2004 until December 2015 retrospective case series of HIV and AIDS reach 2309. The risk factors of HIV and AIDS are highest, heterosexual (2007 people), Gay (155), injecting drug users (57 people), perinatal (66). Blood transfusion (4) and bisexual (2 people). While the group of age with HIV and AIDS is highest productive age is the age of 25-49 years, 20-24 years, 15-19 years. Looking at the data above can be seen that the greatest number of cases that are in the productive age and heterosexual. Heterosexual activity can occur through sexual behavior. While heterosexual actors not only in pair remains could also be on the couple did not stay so can be called as a free sex. The perpetrators are non-sexual is not only found in locations diinikasikan as a place of prostitution although the county Jember. Certain jobs in the informal sector can not be denied contributor numbers of cases of HIV and AIDS. Like as Female Sex Workers either directly or indirectly. Heterosexual activity can occur through sexual behavior. While heterosexual actors not only in pair remains could also be on the couple did not stay so can be called as free sex. The perpetrators are non-sexual is not only found in locations like a prostitution. And Dakocan one of informal sector. This is because the work activities that are in a coffee stall selling coffee and peddle an informal sector

The phenomenon of "Ngobar" or drinking coffee together that appears to be a new history that has been reconstructed, not just the level of social orientation, aesthetic pattern and a distinctive style, but now more and more functions get their own space in the hearts of people of various ages from teenagers to the elderly. In addition to affordable, aesthetic value "coffee together" is also a form of entertainment that is irreplaceable from public life. Coffee culture, especially drinking together is not only in Indonesia whose territory coffee manufacturers such as Tulung, Aceh, Jogjakarta, Ponorogo, Bali and various other areas but has penetrated almost all areas especially crowded because of his public activity included in Jember. Coffee is not just a hobby or pleasure alone, inside

frequent exchange of information and discourse, even common knowledge development cooperation agreements ranging from advanced appointment until contract signature that produce economic value. [Thohirun et al, Proceedings Symposium of National A Health Communication]. There are many contributing factors causing this culture grown to include activities other than just drinking coffee especially sex activities. These factors can also be formed reciprocally.

According to psychologist Albert Bandura, reciprocal determinism is a model composed of three factors that influence behavior: the environment, the individual, and the behavior itself. Essentially, Bandura believes that an individual's behavior influences and is influenced by both the social world and personal characteristics [Bandura, *Social learning theory*]. The environmental component is made up of the physical surroundings around the individual that contain potentially reinforcing stimuli, including people who are present (or absent). The environment influences the intensity and frequency of the behavior, just as the behavior it self can have an impact on the environment. The individual component includes all the characteristics that have been rewarded in the past. Personality and cognitive factors play an important part in how a person behaves, including all of the individual's expectations, beliefs, and unique personality characteristics. And finally, the behavior itself is something that may or may not be reinforced at any given time or situation. So, Based on the preliminary study, the researchers have wanted to analyze how determinant reciprocal of dakocan. And this reason as well as the aim of this study.

METHOD

This study has used qualitative techniques. By determining the informant that snow ball technique. This study was conducted in March - June 2016. The study in Jember base on data in the first reseach. Data region has been found by researchers on the study of the same in the previous year 2015. Data mining has been conducted using interview techniques and participant observation. Interviews have been conducted on the main "Dakocan"

informants, informants addition to the stall owner, customers stall, the surrounding community, and the village officials. While the observations have been conducted on the activities of the dakocan in a coffee stall and also has been observed the behavior of customers in a coffee stall.

RESULT

Prostitution ban policy has been applied in some cities / counties in Indonesia although this policy has not been ratified as a national policy. Many problems arise not only on the social level, such as the increasing number of prostitutes illegal but also a public health such as the spread of HIV - AIDS. SK Bupati No. 188.45 / 39/012/2007 on the closure of the Transitional Social Service Workers Commercial sex and Closure Prostitution in Jember. Closing localization for 7 years running has caused a number of social services transition to commercial sex work illegal grow and spread in the district of Jember including a coffee stall that has "Dakocan" and potentially sexual transactions inside it. But in the fact began in 2007 when the localization closed more and more places that can be done for free sex activities included in several coffee stalls that have been discovered by researchers. eight red region found three areas that have dakocan with sexual activity in offering free coffee. As in Wuluhan, Ambulu and Balung. The findings of this research starts from snow ball that carried in the red areas that have previously been found in 2015 in a study mapping the coffee shall like the picture below

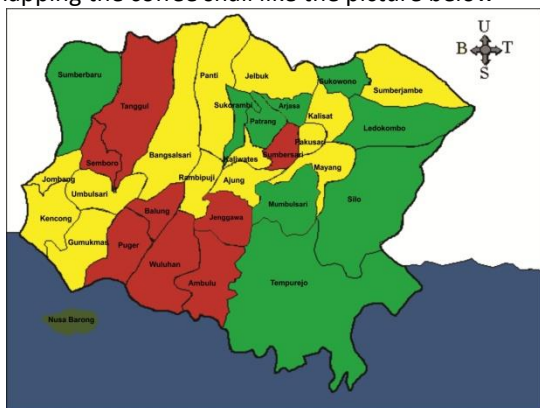


Figure 1. Maping location of Dakocan Coffe Stall in Jember [Thohirun et all, Proceedings Symposium of National A Health Communication]

How is it possible that a culture that produces order social life even provide opportunities for deeds deviant? Perhaps the answer is for forming a law on generally a small group of people who occupy a layer social medium or high. Meanwhile, in forming or preparing the rules of law, those people clearly influenced by the background the lives and

experiences of their group. Thus, the rules that they deem so important, not necessarily appropriate with the interests of other citizens. It is not uncommon the rules of the missed goal, which is to encourage execution of actions favored by the public, because the rules are only a manifestation of the ideals of a party small communities. Indeed, in general, people will agree about acts prohibited by the rules of law (and the rules Other social), however, that more must be considered is behavior Such are considered dangerous by all levels of society. To find it, it is considered necessary to include representatives of all levels society in the establishment of rules law

“... the legal norm does not, like the moral norm, refer to the behavior of one individual only, but to the behavior of two individuals at least; the individual who commits or may commit the delict, the deliquent, and the individual who ought to execute the sanction.” [Kelsen, Pure Theory of Law Basics Normative Legal Sciences]

This study, researchers have found three main informants who daily “Dakocan” addition to selling coffee at the coffee stall Ilustrasion informant to researchers explain the judgments informant age 18, 22 and 23 years. Working as dakocan average of 2 years running. Working as dakocan average of 2 years running. Working on average from afternoon until late at night between the hours of 03.00 – 12.00 pm. They were from the surrounding villages but there are also stalls from Lumajang District. Their work clothes average open casual wear tight, and air short and long leggings. Consequently, there is interference in the private sphere of individuals, namely body. The woman's body was formed, polished, and controlled to be presented consumers with men in a way that perfectly suit their imagination. The woman's body used as a locus for the occurrence contestation of power. In the contestation, woman as object hegemony and control of the patriarchal ideology and capitalism. However, not means that women can not exert themselves as subject have autonomy over herself.



Figure 2. Dakocan when serving customers

They also offer it with sexual activity ranging from touching, grabbing, pinching, even with a teasing

smile hold a feet consumers. Customers Dakocan in a coffee stall assortment ranging from junior high school-age children up to 40 years when seen from expression, gesture and body materials made during the conversation in the shall Coffee with sex almost 90% every coffee stall attended observations were male. This is fact that to get customers Dakocan have done stages of sexual relationship in the first meeting in her stall. Because the beginning of the sexual relationship is seeing each other for the first time with quality activities. Other research also show that women are subtle and indirect in their initiation sex behavior such as ask for phone number, initiative conversation with a body language and engage in other behaviors that demonstrate romantic interest [Sprecher & McKinney, Sexuality]

When the researchers conducted interviews with them, related how their attitude towards this work all replied that the activities they occur because of economic necessity, besides their stance as long as they do not disturb other people is not a problem. So, researchers looked at their individual characteristics terbenut for their economic needs and the characters are formed because they are not breaking any rules. While the rules actually do not have a written can also be mutually agreed norms. Essentially, Bandura believes that an individual's behavior influences and is influenced by both the social world and personal characteristics [Bandura, *Social learning theory*].



Figure 3. Dakocan with her coffee stall in the daylight periode before open stall

Indonesian culture is a culture of eastern filled with religious norms. Social norms that grows in society imbued with religious values included in the association between types. relations man and women governed by the norms of society. Social sanction of society will be given if the association over the limit until a sex outside marriage. However, with the progress and the shift of rural communities towards urban areas, a shift in the value system. Society tends to permissive the behavior of others to the extent not harm him. It also happens the association that leads to sex without marriage (free

sex). The interview with the surrounding community about their responses regarding dakocan almost all additional informants expressed no problem as long as does not interfere with the public and public unrest have not been taken seriously by local government officials may be because there has not been reported seriously. Meaning of intrusive rather was disturbing the family additional informants. so empirically can explain the statement that as long as people are not harmed then the activity of free sex in a coffee stall is not a problem.

"ya menurutku yo gak popo dek. Soale yo wong kene yo ero dewe aa, mata pencahariane ya kopi pangku iku dek.."
(yeah.. do not think anything bro. Because yeah people here know own right, livelihood yes Coffee lap it bro.....)

There are various reasons people come to the diner or restaurants as well as the reason customers ber dakocan coffee stall, hence the reason customers visit a coffee stall that has Dakocan is to communicate (communicators) with friends because the other place considered representative to do casual conversation and also as Hedonist is having fun with Dakocan or peers. And its the following expressions about the reasons customers come to the coffee stall

Enak e... yooo.. ngopi karo jawil-jawil hehehe....
(Its so having fun.. drinking coffee with enjoyed and grabing hehehe....)

During this business is still safe, promising and there is no other option to do business in other areas especially the consumers according to stall owners every day more and more. Not determined until when this will stop when in fact the coffee stall had dakocan was less good and prone to acts of sexual harassment and any form of crime. Coffee stall owner explaining that the way people around about her opening lap coffee shall business, there is a positive angle of view there are also negative but owners consider it casually because it was their right to perception about it. meaning that the current condition dakocan air coffee stalls are also a promising business for its owners is supported by the lack of community control despite further sexual activity is not carried out in a coffee stall.

Dakocan have the intention to work another if there is a better job. To change their sexual behavior in the coffee stall there is no intention to change because of their activities inherent to their efforts peddling coffee for consumers. Requires best community

strategy in growing the dakocan intention to adopt healthy behaviors. not only physically but also socially healthy. Partnership needs to implemen its mission and vision a clear strategy informed by local communities and other stakeholder wich focus on strategy development, sharing information and evaluation and so continuos process of action and review [Davies & McDowall. Health Promotion Theory]

In fact sexual activity before sexual intercourse is not done in the coffee stall. According Dakocan deeper relationship will they do when the coffee stall has been closed meaning that the coffee stall is only the beginning towards free sex. and certainly if dakocan this activity will possibly vulnerable to HIV and AIDS because her partner who alternated. This behavior is one of the risky behaviors visrus infected with HIV causes AIDS. Acquired Immune Deficiency Syndrome (abbreviated as AIDS) is a collection of symptoms and infections (syndrome) is arise because of damage to the human immune system caused by HIV infection, or infection of other viruses that attack similar to other species (SIV, FIV, and others). Own virus called Human Immunodeficiency Virus (Or abbreviated as HIV) is the virus that weakens the body's immune human. People affected by this virus will be susceptible to infection opportunistic or susceptible to tumors. While addressing the existing can slow the spread of the virus, but the disease is not truly can be cured [Rohmati, et all. Guidance of Helath Repoductive]

According Gagnon [An Interpretation of Desire] The behavioral and social sciences play a key role in HIV prevention research, because every strategy that can be utilized for preventing the acquisition or transmission of HIV has one or more associated behavioral components that can influence its efficacy. These components may affect the adoption and acceptance of a specific prevention approach or may be critical in determining the use, acceptability, and potential efficacy of these strategies. So efforts to eradicate the practice of prostitution is illegal to do preventive and repressive. Preventive effort is an attempt to prevent it from happening prostitution, being repressive effort is an attempt to heal the dakocan who are offering sexual services in order to realize their actions that are prohibited by the norm. The efforts of a preventive nature to cope with and overcome the risky sexual behavior dakocan in a coffee stall can be done in various ways,

- a. Intensification of the provision of religious education and religiousness.
- b. Creating an assortment of busyness and recreational opportunities for children the age of puberty to channel the excess energy in a positive activity.

- c. Expanding employment opportunities for women.
- d. The implementation of sex education and understanding of the value of marriage in domestic life.
- e. Establishment of an agency or team coordination of all elements related agencies in efforts to address the illegal prostitution.
- f. Make a coffee shall healthy community free of prostitution and there are ongoing health promotion

To change risky sexual behavior required communication channels that can influence behavior through messaging communication messages. so as to convey the message persuasive and diadalam communication theory there are two kinds, namely psychodynamic models and socio-cultural models of the persuasion process. The results of this study indicate the importance of socio-cultural model approach that can be applied in an effort to change risky sexual behavior dakocan [Abrar & Tamtari, Construct of sexuality]. By providing health education about safer sex through the channels of communication that exist in the social environment and understand the socio-cultural environment dakocan. The channel is also expected to increase bergaining power to its customers. If this can be done it is possible to restore the function of a coffee stall as origin is to drink coffee together and healthy means of social communication.

CONCLUSION

Determinana reciprocal of existence dakocan when seen from the individual factors is their negative attitude towards the work itself, low self motivation, intentions to change risky sexual behavior less. when viewed from environmental factors it can be concluded that there dakocan for social control of the community is minimal. Risky sexual behavior that existed at dakocan not be formed when the personal and environmental dakocan support each other. So to overcome this problem needs to be inter sectoral collaboration between organization from different sector working together to come to join solution about this problem. As like the establishment of a healthy community coffee stall and mentoring to help dakocan free sexual behavior so that it can also prevent transmission of HIV disease and AIDS. Although this can not be resolved in a short time given the change in behavior is not as easy as turning the palm of the hand, especially if will be joined with government programs.

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