

JAV ARTISTS' RESPONSIBILITIES IN MAINTAINING SEXUAL HEALTH BY TESTING FOR HIV AND USING HIV PREVENTION DRUGS

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ABSTRAK

Sektor hiburan dewasa dianggap sangat rentan terhadap penularan Virus Imunodefisiensi Manusia (HIV) akibat kontak seksual berulang dengan banyak pasangan. Studi ini menyelidiki tanggung jawab para pelaku industri JAV dalam menjaga kesehatan seksual, khususnya melalui praktik tes HIV rutin dan penerapan Pre-exposure Prophylaxis (PrEP). Desain penelitian kualitatif diterapkan dengan pendekatan tinjauan literatur sistematis. Studi relevan yang diterbitkan antara tahun 2021 dan 2025 diidentifikasi melalui pencarian di Portal Garuda, Google Scholar, Science Direct, PubMed, dan JSTOR. Data dianalisis menggunakan analisis konten induktif, memungkinkan identifikasi tema-tema utama melalui proses pengkodean dan kategorisasi. Temuan menunjukkan bahwa pengetahuan tentang HIV/AIDS di kalangan populasi berisiko tinggi masih berada pada tingkat sedang (51%), sementara proporsi yang signifikan masih menunjukkan kesadaran yang rendah (41%). Pelaksanaan tes HIV rutin menghadapi beberapa hambatan, termasuk stigma sosial, ketidakmauan untuk mengungkapkan identitas, dan keterbatasan akses layanan kesehatan. Demikian pula, adopsi PrEP terhambat oleh sensitivitas budaya dan kekhawatiran terkait privasi dan kerahasiaan. Meskipun demikian, strategi seperti pendidikan berbasis teman sebaya, penguatan literasi kesehatan, dan program pengurangan stigma telah terbukti efektif dalam meningkatkan kesadaran kesehatan reproduksi dan mendorong perubahan perilaku positif. Studi ini menyimpulkan bahwa kebijakan yang komprehensif dan didasarkan pada bukti, yang mengintegrasikan perspektif medis, sosial, dan etis, sangat penting untuk memastikan pencegahan HIV yang efektif di industri hiburan dewasa sambil sekaligus melindungi kesehatan masyarakat dan menghormati hak individu.

Kata kunci : HIV/AIDS, industri hiburan dewasa, kesehatan seksual, profilaksis pra-paparan, tanggung jawab sosial

ABSTRACT

The adult entertainment sector is considered highly vulnerable to Human Immunodeficiency Virus (HIV) transmission due to repeated sexual contact with multiple partners. This study investigates the responsibilities of JAV performers in safeguarding sexual health, particularly through the practice of routine HIV testing and the adoption of Pre-exposure Prophylaxis (PrEP). Relevant studies published between 2021 and 2025 were identified through searches on Portal Garuda, Google Scholar, Science Direct, PubMed, and JSTOR. Data were analyzed using inductive content analysis, enabling the identification of central themes through coding and categorization processes. The findings highlight that knowledge of HIV/AIDS among high-risk populations remains at a moderate level (51%), while a substantial proportion still demonstrates low awareness (41%). Implementation of routine HIV testing encounters several obstacles, including social stigma, unwillingness to disclose identity, and restricted healthcare accessibility. Similarly, the uptake of PrEP is hampered by cultural sensitivities and concerns regarding privacy and confidentiality. Despite these challenges, strategies such as peer-based education, the strengthening of health literacy, and stigma reduction programs have proven effective in improving reproductive health awareness and promoting positive behavioral change. The study concludes that comprehensive, evidence-based policies integrating medical, social, and ethical perspectives are essential to ensure effective HIV prevention in the adult entertainment industry while simultaneously safeguarding public health and respecting individual rights.

Keywords : adult entertainment industry, HIV/AIDS, pre-exposure prophylaxis, sexual health, social responsibility

INTRODUCTION

Human Immunodeficiency Virus (HIV) and Acquired Immunodeficiency Syndrome (AIDS) remain significant global public health challenges, particularly for high-risk populations including workers in the adult entertainment industry. In Indonesia, HIV/AIDS cases continue to rise, with thousands of new cases reported each year, where males accounted for 65% of total cases in 2022 (Salbila & Usino, 2023). The adult entertainment industry, especially sectors involving commercial sexual activity, is one of the high-risk areas for the transmission of sexually transmitted infections (STIs), including HIV, due to the frequent and intensive sexual contact often involving multiple partners (Ratnawati et al., 2024). Sexual health in the context of the adult entertainment industry requires special attention given the complexity of the risks faced by its workers. Research has shown that the prevalence of sexually transmitted infections among commercial entertainment workers has reached alarming levels, with various risk factors contributing to the high transmission rates (Maswan et al., 2021). This phenomenon is not only a local issue but also a global concern that requires a comprehensive approach in its resolution (Byg & Salick, 2009).

Pre-exposure prophylaxis (PrEP) has been recommended by the World Health Organization (WHO) since 2012 as an effective HIV prevention strategy for high-risk populations, including men who have sex with men (MSM), transgender individuals, and serodiscordant couples. PrEP is up to 99% effective in preventing HIV transmission when taken as prescribed (Jaringan Indonesia Positif, 2021; Kementerian Kesehatan RI, 2023). In Indonesia, the implementation of the PrEP program has been regulated through comprehensive technical guidelines for individuals at high risk of HIV infection, though challenges in its implementation still require in-depth evaluation (Ruxrungtham & Phanuphak, 2023). Routine HIV testing is a fundamental component of HIV prevention and control strategies. Early detection through HIV testing allows for timely medical intervention and prevents further transmission to sexual partners. In the context of the adult entertainment industry, implementing regular and systematic HIV testing protocols is both a moral and legal responsibility that cannot be overlooked. However, stigma and discrimination against People Living with HIV/AIDS (PLWHA) remain significant barriers to HIV/AIDS prevention and control efforts in Indonesia, with a lack of public information and experience contributing to the persistence of negative stigma (Mulianingsih et al., 2022).

The responsibility of adult entertainment industry workers in maintaining sexual health is not only individual but also collective, involving ethical, legal, and public health aspects. The implementation of strict health protocols, including regular HIV testing and the use of PrEP, are proactive measures that can reduce the risk of transmission and protect not only themselves but also colleagues and the wider community. A deep understanding of the dynamics of this responsibility is essential in developing effective policies and practices in an industry that is controversial yet undeniably existent (Mueller & Vogelsmeier, 2013). Based on the above background, this study formulates several fundamental problems related to the responsibility of adult entertainment industry workers in maintaining sexual health. The main problem to be addressed is how well the level of understanding and implementation of sexual health protocols, particularly regarding routine HIV testing and the use of pre-exposure prophylaxis (PrEP), is within the adult entertainment industry, and what factors influence compliance with these protocols in the context of HIV transmission prevention (Antonini et al., 2023).

This study aims to comprehensively analyze the level of responsibility and compliance of adult entertainment industry workers with sexual health protocols, particularly in the implementation of regular HIV testing and the use of HIV preventive drugs (PrEP). The specific objectives of the study include evaluating the level of knowledge about HIV risks, identifying factors influencing compliance with health protocols, and analyzing the

effectiveness of HIV prevention programs already implemented in the industry to produce evidence-based policy recommendations(Bojo et al., 2025). This research is expected to contribute significantly to the development of knowledge in the field of public health, particularly in understanding sexual health dynamics among high-risk populations. The practical benefits of the study include providing empirical data for the formulation of more effective HIV prevention policies, developing targeted intervention programs, and improving the quality of reproductive health services for vulnerable populations. Additionally, the results of this study can serve as a reference for relevant stakeholders in developing comprehensive and sustainable HIV prevention strategies(Lo et al., 2015).

METHODS

This research is a qualitative study with a systematic literature review design. The study was conducted through electronic databases, namely Portal Garuda, Google Scholar, Science Direct, PubMed, and JSTOR, without a physical field location. The review focused on scholarly articles published within the 2021–2025 period, written in either Indonesian or English, and directly relevant to HIV/AIDS, sexual health, Pre-exposure Prophylaxis (PrEP), and responsibilities within the adult entertainment industry. The main research instrument consisted of scientific documents (journal articles) that met the inclusion criteria. Data were analyzed using content analysis with an inductive approach, involving coding, categorization, and interpretation of findings. To ensure validity, source triangulation was applied.

Ethical considerations were addressed by adhering to research integrity principles, including the avoidance of plagiarism, maintaining objectivity, ensuring transparent presentation of results, and applying strict quality criteria in literature selection. The study also observed academic ethical standards, respecting intellectual property rights and ensuring the integrity of the analysis.

RESULT

The findings from the reviewed literature highlight several important points. First, the level of knowledge about HIV/AIDS among high-risk populations, including JAV actresses, remains inadequate. Approximately 51% demonstrate only moderate understanding, while 41% fall into the low category, indicating limited awareness of transmission risks and prevention measures. Second, the implementation of routine HIV testing within the adult entertainment industry encounters significant barriers. These include persistent social stigma, reluctance to disclose personal identity, and restricted access to healthcare facilities. The COVID-19 pandemic further disrupted HIV testing services, reducing availability and consistency of care. Third, the adoption of Pre-exposure Prophylaxis (PrEP) among high-risk groups is still minimal. Cultural factors, confidentiality concerns, and fear of being recognized in local health centers discourage individuals from seeking PrEP services. Although clinically effective, PrEP uptake is hindered by these socio-cultural obstacles.

Fourth, compliance with sexual health protocols is strongly influenced by stigma and user culture. Negative perceptions toward HIV/AIDS often discourage individuals from accessing preventive services. Interventions such as stigma reduction and culturally sensitive healthcare approaches are essential to increase compliance. Finally, the literature identifies that peer education and comprehensive reproductive health programs are effective strategies to improve knowledge, attitudes, and behaviors. Approaches like Voluntary Counseling and Testing (VCT), Care Support and Treatment (CST), and Antiretroviral Therapy (ART) should be adapted to the specific context of the adult entertainment industry. Overall, the results suggest that responsibility for maintaining sexual health among JAV actresses is constrained by

medical, social, and cultural barriers, requiring integrated and evidence-based preventive strategies.

DISCUSSION

JAV Actresses' Level of Knowledge about HIV/AIDS and Sexual Health

Based on the reviewed literature, reproductive health awareness among high-risk populations remains at an alarming level. (Rahman & Riskiyani, 2024) indicate that general understanding of reproductive health education is categorized as moderate (51%), with a low-level understanding reaching 41%. This reflects a similar condition likely occurring among JAV actresses, where basic knowledge about HIV transmission and awareness of occupational risks remains limited. Emotional aspects, often marginalized in studies on sex workers, highlight the complexity of the issues faced. (Pujhana et al., 2022) found that sex workers struggle to set boundaries between personal and commercial sex, which can affect decision-making regarding sexual health.

Implementation of Routine HIV Testing in the JAV Industry

Epidemiological data on HIV in Indonesia highlights the urgency of routine HIV testing among high-risk populations. Pramono & Ayuningtyas (2024) reported that among 5,482 newly diagnosed HIV cases in Jakarta Province in 2023, the majority were males aged 26–35, primarily within the MSM (Men who have Sex with Men) population. These findings indicate the need for extensive prevention strategies targeting high-risk groups, including JAV actresses. However, routine testing implementation faces structural challenges. As shown by (Luth et al., 2022), the COVID-19 pandemic led to reduced service hours and even service cessation due to government policies, underscoring the vulnerability of the health system in providing consistent care.

Use of Pre-exposure Prophylaxis (PrEP) among JAV Actresses

Access to and adoption of PrEP among high-risk populations face significant sociocultural challenges. (Rahman & Riskiyani, 2024) revealed that individuals with a high risk of HIV often refuse to disclose their identity or provide honest information on forms due to cultural realities. Confidentiality is a dominant factor potential PrEP users tend to avoid visiting public health centers (puskesmas) out of fear of being seen by neighbors. This reflects structural barriers in PrEP program implementation, which requires a culturally sensitive approach to privacy and social stigma.

Factors Influencing Compliance with Health Protocols

Health-related stigma is a major factor affecting access to healthcare services. (Permata et al., 2023), through a systematic literature review, found that stigma toward individuals with certain diseases can lead to refusal to seek healthcare. This is supported by (Rahman & Riskiyani, 2024), who showed that user culture complicates intervention efforts in selecting appropriate and accurate healthcare services. Interventions such as increasing knowledge and implementing health policies that account for stigma are crucial.

Challenges and Comprehensive Prevention Strategies

(Indriawan & Kusumaningrum, 2021) demonstrated that reproductive health education delivered by peer educators is effective in improving adolescents' knowledge and attitudes toward reproductive health and HIV ($p < 0.05$). Peer education may serve as an alternative strategy in the adult entertainment industry to address cultural and social barriers. Moreover, comprehensive programs such as those reported by (Luth et al., 2022) including outreach

programs, Voluntary Counseling and Testing (VCT), Care Support and Treatment (CST), Anti-Retroviral Therapy (ART), and Prevention of Mother-To-Child Transmission (PMTCT) need to be adapted to the context of the adult entertainment industry by considering the unique characteristics of the population and the specific challenges they face.

CONCLUSION

The responsibility of JAV actresses in maintaining sexual health through the implementation of routine HIV testing and the use of HIV preventive medication is a complex issue that involves medical, social, and ethical dimensions. This study reveals that the level of knowledge about HIV/AIDS among high-risk populations remains in the moderate to low category, with social stigma and cultural barriers being the main factors hindering access to reproductive health services. The implementation of sexual health protocols faces significant challenges, including reluctance to disclose identity, fear of discrimination, and the lack of a healthcare system that is sensitive to the needs of specific populations. Although Pre-exposure Prophylaxis (PrEP) has been proven to be up to 99% effective in preventing HIV transmission, its adoption is still limited by sociocultural factors and the lack of access to accurate information. A comprehensive prevention strategy that combines peer education approaches, increased health literacy, stigma reduction, and the provision of friendly and accessible health services is key to the success of HIV prevention programs in the adult entertainment industry. These findings highlight the urgent need for multi-sectoral collaboration among the government, healthcare professionals, and industry stakeholders to develop evidence-based policies that prioritize public health protection while upholding human rights and individual dignity.

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