

**ABSTRACT**

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***THE EFFECT OF HEALTH PROMOTION WITH VIDEO ON KNOWLEDGE SCORE ABOUT HIV/AIDS PREVENTION***

*The development of HIV cases in Indonesia tends to increase every year, it is known that until March 2022 the number of new cases of people infected with HIV reached 10,525 people. Throughout 2022, the number of new cases of HIV/AIDS in Sukabumi City has reached 169 cases. This study aims to determine the effect of health promotion using video media on knowledge scores about HIV/AIDS prevention in Muhammadiyah Vocational School students in Sukabumi City in 2023. This study used a quantitative research method, with a quasi-experimental research type using a one group pre test-post test design. . The population in this study were students of SMK Muhammadiyah Sukabumi City. The sampling technique uses Quota Sampling, the groups that will be used are students in grades 10 and grade 11 who were present at the time of the study up to a total of 129 people. Based on the results of the study, it was found that the average score of knowledge about HIV/AIDS prevention in Muhammadiyah Vocational High School students in Sukabumi City before health counseling with video media was 59.57 and had increased after counseling was carried out to 85.79. The results of the analysis showed that there was a difference in the average score of knowledge about HIV/AIDS prevention in Muhammadiyah Vocational School students in Sukabumi City HIV/AIDS before and after being given health promotion using video media (p value <0.001 <0.05). This shows the effect of health promotion using video media on knowledge scores about HIV/AIDS prevention in Muhammadiyah Vocational High School students in Sukabumi City in 2023. The HIV/AIDS prevention videos are expected to be broadcast again during school activities and information received by students It is hoped that this can change students to be more aware of risky behavior that can transmit the HIV/AIDS virus, increase awareness about the transmission of the HIV virus and reduce the stigma against PLWHA.*

**Keywords: Health Promotion, Video, Prevention of HIV/AIDS**