

ABSTRACT

HIV (Human Immunodeficiency Virus) is the AIDS Cause Virus. The viral disease that has not yet been cured continues to increase. His attitude towards HIV / AIDS in order to avoid free sex and drug users.

This study aims to determine the factors that affect the perception of Bandung students about aids disease. Hypothesis in this research are factors influencing perception related to AIDS disease in Bandung city.

The object of this research is students from 10 best universities in Bandung. Sampling technique using Lemeshow formula sehingga result of research sample counted 100 people. Data analysis used was univariate, bivariate, and multivariate analysis.

The results of this study indicate of the factors studied, namely only the interest and trust factors that have a relationship with the Perception of AIDS. Subsequent tests revealed an Interest and Trust on the partial or simultaneous to the Perception of AIDS.

Based on the results of the study, students are expected to increase knowledge and information information about AIDS can be through seminars, sharing, media information, or little attention to aid agencies aids. In addition, students are expected especially in Bandung, can increase interest and trust to assess about aids disease and what factors can influence it.

Keywords: Perception, AIDS, Student