

ABSTRACT

This research is based on the issue of stigma towards People Living with HIV (PLHIV), which is one of the biggest challenges in the prevention and treatment of HIV in Indonesia. This stigma often stems from a lack of public understanding regarding HIV and its transmission, negatively impacting the mental and physical health of PLHIV and infringing upon their human rights. This study focuses on how the privacy communication management of PLHIV at Rumah Cemara addresses stigma, using Communication Privacy Management (CPM) theory to understand how the privacy of stigmatized individuals can be respected and managed. This research employs a qualitative method with a case study approach to the Rumah Cemara community in Bandung, a non-governmental organization that plays a significant role in reducing stigma and discrimination against PLHIV through evidence-based approaches and the dissemination of educational information. The study reveals that effective privacy communication management, as described in CPM theory, can play a crucial role in creating a supportive and inclusive environment for PLHIV. By respecting individual privacy and encouraging open dialogue, this theory can significantly contribute to combating stigma and enhancing social support and quality of life for PLHIV at Rumah Cemara. It is hoped that the findings of this research will make a meaningful contribution to efforts to combat stigma and discrimination against PLHIV and serve as a reference for more inclusive and effective communication in the future.

Keywords: *PLHIV, Stigma, Communication Privacy Management Theory (CPM), Rumah Cemara, HIV/AIDS.*