



Social Media As A Tool Of Sexual Transactions Of Men Who Have Sex With Men (MSM) In Buleleng Regency Bali

Putu Sukma Megaputri¹, Made Bayu Oka Widiarta², Putu Indrawan³

¹Midwifery Study Program, Buleleng College of Health Sciences
Bungkulan, Sawan, Kabupaten Buleleng, Bali

²Ganesha University of Education
Jalan Udayana No.11, Banyuasri, Kec. Buleleng, Kab. Buleleng, Bali

³Buleleng District Health Office
Paket Agung, Kec. Buleleng, Kabupaten Buleleng, Bali
Email: megaputri_sukma@yahoo.com

Abstrak

Laki seks laki merupakan komunitas yang menjadi epicentrum terbesar dalam penularan HIV/AIDS. Saat ini komunitas LSL belum terlihat karena terstigma oleh masyarakat, sehingga mereka menggunakan media sosial dalam membentuk komunitas dan penawaran hubungan seksual. Tujuan dari penelitian ini adalah menganalisis sosial media yang sering digunakan oleh LSL dalam melakukan transaksi seksual. Penelitian ini menggunakan pendekatan secara cross sectional pada LSL dengan sampel sebanyak 58 orang dipilih secara snowball sampling. Pengumpulan data menggunakan kuesioner untuk mendapatkan data kuantitatif. Data dianalisis dengan menggunakan software. Karakteristik responden dianalisis secara deskriptif kemudian dilakukan analisis bivariat untuk mengetahui hubungan antar variable selanjutnya dilakukan dengan analisis multivariat. Analisis multivariat yang digunakan adalah regresi logistic untuk melihat pengaruh variable independent terhadap transaksi seksual yang dilakukan LSL. Hasil yang ditemukan bahwa media sosial Grindr paling dominan diantara Whatapp, Facebook, Me Chat dan media sosial lainnya. Sedangkan berdasarkan teknik berhubungan seks keaktifan seks dilihat pada LSL yang berhubungan secara anal dan oral. Dilaporkan juga pada hasil penelitian bahwa umur LSL semakin muda semakin meningkatkan gairah seksual. Simpulan dari penelitian ini adalah LSL yang menggunakan grindr, dengan teknik berhubungan seks melalui anus dan oral serta umur yang masih muda semakin meningkatkan keaktifan hubungan seksual.

Kata Kunci: media sosial; LSL; keaktifan berhubungan seks

Abstract

Men who have sex with men (MSM) is the community that has become the largest epicenter in the transmission of HIV / AIDS. At present the MSM community is a marginalized community, so it is difficult to observe its development, this is because of the negative stigma from the community environment towards MSM. So they use social media in forming communities and offering sexual relations. The aim of study was to analyze the social media that were most often used by MSM in sexual transactions activity. A cross sectional approach was applied in this study with a sample of 58 people, selected by snowball and using a questionnaire to collect quantitative data. Respondent characteristics data were analyzed descriptively, then bivariate analysis to determine the relationship of independent variables with dependent variables and independent variables that could be included in multivariate analysis. Multivariate analysis with logistic regression was used to determine the effect of independent variables on sexual transactions conducted by MSM. The results

found that, Grindr social media is the most dominant among Whatsapp, Facebook, Me Chat and other social media. Meanwhile, based on the technique of having sex, sex activeness is seen in MSM who have anal and oral relations. It was also reported in the results of research that getting younger MSM increasingly increases sexual desire. The conclusions of this study are MSM who use Grindr, with anal and oral sex techniques as well as young age, which increases sexual activity.

Keywords: social media; MSM; sexual relationship

Article info:

Article submitted on July 30, 2020

Articles revised on August 29, 2020

Articles received on September 30, 2020

DOI: [http://dx.doi.org/10.21927/jnki.2020.8\(3\).239-246](http://dx.doi.org/10.21927/jnki.2020.8(3).239-246)

INTRODUCTION

Communication is the most often things used by people to interact with others. Communicating also not only through meetings but without meeting any communication can still be done that is by transferring an online message to others through social media. A report from a survey found that the average Indonesian spends 3 hours 23 minutes a day accessing social media. Active social media users reach 49% (1). Nowadays the communication content used on social media is too vulgar. Social media is not only used as a place to find friends but also as place to peddle prostitution online. Not only female sex workers but man who have sex with a man also use friendship applications to make introductions to have sex with each other. The condition of MSM in the social life of, especially in Indonesia, is still marginalized, so it is limited to be able to communicate freely. The existence of MSM in society is considered a disorder or a disgrace which makes MSM it self try to find ways to communicate with its community. They are more comfortable showing themselves on social media because the MSM community has never received recognition, is demeaned. This can be motivated by the fact that almost all MSM have had bad experiences in the past or can be said to be unpleasant sexual experiences, sexual harassment, harassment or violence. One effect

of this experience on the past or childhood is low self-esteem. Low self-esteem conditions will make this individual experience difficulty in establishing relationships with other people because of their own fears, it can be embarrassing to initiate interaction, so that when trying to establish MSM relationships, these individuals find comfort with fellow individuals with the same fate (2).

This group is also vulnerable to violence and discrimination because in some cases this is to vent feelings of disappointment over past experiences of sexual violence that have not been released (3). The MSM phenomenon in Buleleng is still considered taboo and continues to experience rejection both from the family and wider social confusion. In fact, if seen from the data in Asia the transmission of HIV / AIDS mostly starts from MSM who spread it to their male partners. Then his bisexual male partner transmits from his wife to his child (4). MSM HIV prevalence on 2012 in the Americas, Southeast Asia, and Sub-Saharan is at 14-18% (5). Data surveillance in middle-income countries shows that men who have sex with men (MSM) are 19.3 times more at risk of HIV than the general population (5). The development of technology and information advancements, especially social media, encourages openness of MSM groups. Social media is the most important tool used by MSM in channeling their desires.

The application used starts from *Facebook*, *Twitter*, *Web sites*, *WhatsApp*, *BBM*, *gay-specific applications starting from Grindr*. Application *Grindr* is one of the LSL applications that makes it easy to find the following MSM pair with its location. *Grindr* is the application most used by MSM. Indonesia is ranked 10 (6). Applications that are *trending* currently as applications for MSM are *Jack'd*, *Hornet*, *Growl*. Sophisticated information technology with the use of social media as a communication tool on the one hand as the media exchange information quickly and efficiently, but at the others are misused by MSM to establish communication to support risky sexual activities.

In Buleleng, risk sexual behavior through social media is very difficult for health workers to detect in order to reduce MSM risk behaviors. The confinement of an MSM community in cyberspace makes it difficult to reach outreach in relation to the provision of sexual education, the dangers of HIV, and others. With this problem, it is difficult to provide information about the risks of HIV transmission and HIV seroconversion in MSM. The incidence of HIV / AIDS in MSM continues to increase so it is urgent to bridge it immediately so that MSM knows that their groups are at risk. The purpose of this study is to find out the most widely used social media as a material for friendship to sexual transactions carried out. Specifications are related to the scheme that this research can provide new information about social media and the provision of health information. In addition, it can improve the research of novice lecturers and produce articles in both national and international journals.

MATERIALS AND METHODS

This research is a cross sectional study in Buleleng Regency. Data is taken at the service of MSM, namely at the Primary health care of Buleleng 1. This Primary health care serves the examination of MSM blood tests, MSM outreach,

counseling and ARV treatment assistance. The independent variables of this study are some social media used by MSM with the dependent variable being activeness in sexual relations. The sampling technique used is snowball sampling by taking one respondent then taking the next respondent with the first sample information. Sample selection is based on inclusion criteria, namely MSM who are willing to participate in research and sign informed consent, MSM can read or write, MSM who can operate social media actively, MSM does not play a role as a transgender. The exclusion criteria were MSM who were actively involved in the activities of non-governmental organizations that concentrated on sexually transmitted diseases and the age of respondents under 17 years. The number of samples taken in this study uses a large proportion of the sample formula (7).

The minimum sample taken is based on the sample size formula of 58 respondents according to the formula of the double proportion cross sectional sample. Data collection using questionnaires assisted by HIV /AIDS program holders or field officers. Before the data collection process, the researcher processed the research permit to the Buleleng Regency Licensing Service, then after the permit was issued, it was taken to the Buleleng District Health Office (Dinas Kesehatan Kabupaten Buleleng) and Puskesmas Buleleng I. The data collection was carried out by the researcher assisted by 3 research assistants namely 1 nurse at the Buleleng Health Center program holder HIV / AIDS and 2 people from Non-Governmental Organizations whose concentration of activities are related to MSM. Data collection was carried out with Snow Ball, which is developing information on the existence of MSM in Buleleng Regency. This technique starts from finding MSM according to the inclusion criteria then through respondents who are found to get information to find the next respondent. Related to where data collection is

adjusted flexibly. Meetings can be held at the Puskesmas or MSM homes as well as MSM hangouts.

Data collection is conducted from April to May 2019. The collecting data of this study used questionnaire. The questions consisted of the characteristics of respondents, social media used, sexual activities to the activeness of sex. The questionnaire was found based on a literature review then developed. Before being used as a research instrument, the questionnaire was tested for validity and reliability on 20 respondents of MSM who had characteristics that were almost the same as the research respondents. The questionnaire in quantitative research used the Guttman scale, after the results were found then next measured the cutoff value of each variable to adjust the scale of the operational definition. After obtaining a research permit, the researchers then conducted an ethics test at the STIKes Buleleng. Data were analyzed with the SPSS program in the form of descriptive analysis of respondents characteristics and independent and dependent variables. Bivariate analysis using chi square then proceed with multivariate analysis to find out the independent variables as factors related to MSM sexual activity and social media that are used as supporting sexual activity from MSM using logistic regression.

RESULTS AND DISCUSSION

The results of the study found related to social media, lovemaking techniques and activities reported during the past 1 week are explained in the following table:

Based on Table 1 it is found that the average age of respondents aged 25 years is reproductive or very young. The most commonly used social media is Grindr, which is 37.9%. Then 72.4% reported that they were active having sex with a partner the last week. Most respondents play a heterogeneous role as men and women

(insertive and receptive). Then a bivariate and multivariate analysis of the results is found in table 2 and 3 below.

Table 1. Frequency Distribution of Age, Social Media, Sexual Activeness, Lovemaking Techniques And Sexual Roles

Variable	f (%)
Age (Mean ± SD)	25.3 ± 7.8
Age Category	
< 20 year	20 (34.5)
20-35 year	31 (53.4)
> 35 year	7 (12.1)
Social Media Used	
Grindr	22 (37.9)
WA	12 (20.7)
Me Chat	15 (25.9)
FB	1 (1.7)
Etc.	8 (13.8)
Sexual activity	
Active	42 (72.4)
Inactive	16 (27.6)
Love Making Techniques	
Coli	5 (8.6)
Anal	13 (22.4)
Mouth and Anal	40 (69.0)
MSM role	
Mix	25 (43.1)
Insertive	13 (22.4)
Reseptive	20 (34.5)

The results of the bivariate analysis in Table 2 found that the variables associated with MSM sexual activity were MSM lovemaking techniques. The results of the analysis found that the lovemaking variable had a p value <0.05. The use of bivariate analysis is also carried out to find variables that can be included in multivariate analysis. The researcher determined that variables with a value of p <0.6 could be included in multivariate analysis. The results of multivariate analysis are shown in table 3.

Table 3 finds that the variables that can be entered into multivariate analysis are social media, lovemaking techniques, the age of the respondent. The results of multivariate analysis found that the social media that were reported to be used by MSM communities were grindr, WA, Me chat, FB and others. The analysis found that

Table 2. Bivariate Analysis of Social Media, Sexual Relationships Techniques and the Role of MSM with Sexual Activity

Bivariate Analysis			
Variable	Sexual activity		p value
	Active	Inactive	
Social Media Used			0.093
Grindr	18 (81.8)	4 (18.2)	
WA	5 (41.7)	7 (58.3)	
Me Chat	11 (73.3)	4 (26.7)	
FB	1 (100.0)	0 (0)	
Etc.	7 (87.5)	1 (12.5)	
Love Making Technique			0.002
Mouth and Anal	3 (60.0)	2 (40.0)	
Coli	9 (62.9)	4 (30.8)	
Anal	28 (70.0)	12 (30.0)	
Age			0.53
< 20 year old	14 (70.0)	6 (30.0)	
20-35 year old	24 (77.4)	7 (22.6)	
> 35 year old	4 (57.1)	3 (42.9)	

Table 3. Multivariate Analysis of Social Media, Sexual Relationships Techniques and the Role of MSM with Sexual Love

Multivariate analysis				
Variable	AOR	p value	95% CI	
			Lower	Upper
Social Media Used				
Grindr	Reff			
WA	17.1	0.012	1.8	157.4
Me Chat	1.9	0.5	0.2	16.5
FB	0.0	1.0	0.0	0.0
Etc.	0.5	0.7	0.03	11.9
Love Making Technique				
Mouth and Anus	Reff			
Coli	10.8	0.04	4.6	25.2
Anal	9.1	0.025	1.3	63.6
Age				
< 20 year old	Reff			
20-35 year old	1.6	0.59	0.25	11.4
> 35 year old	7.0	0.17	0.4	112.6

the use of grindr compared to Whatsapp was 17 times more active having sex (AOR: 17.1 95% CI 1.8-157.4), as well as chatting. The use of grindr is twice as active as having sex than using social media chat (AOR: 1.9 95% CI 0.2-16.5). Seen from the sex technique, sexual activity is 10 times more active when using oral and anal (oral and anal) sex techniques than just masturbation (AOR: 10.8 95% CI 4.6-25.2). In addition, sexual and anal intercourse techniques are 9 times

more active in sex with each other than in direct anal sex only (AOR: 9.1 95% CI 1.3-63.6). The age variable also found that the younger age at age <20 years was 1.6 times more active sexual relations than the age of 20-35 years (AOR: 1.6 95% CI 0.25-11.4). Whereas compared to age <20 years, they are still more active in sex 7 times compared to age > 35 years (AOR: 7.0 95% CI 0.4-112.6).

Discussion

This study found several results of MSM mostly at a very young age and with reproductive age. MSM age when seen is in the age range of 25 years. These results are in line with research in Jember, that MSM who are respondents are in the age range of 18-22 years who are still active students or high school age (8). At this age, physiologically and anatomically, the reproductive system is quite mature. The function of reproductive hormones such as testosterone is produced maximally and the function of reproductive organs such as testes can produce spermatozoa to form sperm.

Clinically, perfect physiological and anatomical functions of the reproductive organs will be seen in a high sexual urge to be able to have sex with sexual partners, so that at this age MSM is mostly found because it is actively trying to fulfill its sexual desires. Apart from that, from a socio-economic perspective, at this age, on average, MSM has reached an independent economic level or is able to make their own money so that to be able to use other MSM services, a man is freer and does not depend on expenses from his parents. MSM is one of the most hidden communities so it is very difficult to identify, because people still have a bad stigma towards this community. Reports that take into account MSM are currently estimated at more than three million people (9).

This result also found that the majority of MSM respondents reported heterogeneous or

mixed as much as 43.1%. The results also found that some MSM who were ashamed to open their status as MSM partly tried to be heterosexual and tried to be aroused by the opposite sex because they were aware that they would one day get married. In addition this is the best way to avoid being seen as MSM by relatives (10). The existence of MSM that is not accepted by the community has resulted in MSM not daring to show clearly the community and all information provided through social media. Because in general, Indonesian people are dominated with religious and strong religious norm (11).

The use of social media in MSM sexual transactions is the best choice because with social media identity will remain safe. This is in line with the results of previous research which found that 53% of risky sexual behavior started from online conversations via social media for the past 3 months (12). When social media provides complete features to support communication, this has the effect of making it easier to document sexual behavior, creating social networks, so that this convenience increases the chances of sexual activity MSM (13). The results of this study found that the most dominant social media used by sex workers was Grindr. It's the most social media used by MSM (6). Grindr is used in terms of finding a partner and looking for friends to be invited to have sex. The results also found that Grindr was the most commonly used social media and made MSM more active in sex with each other. Research in China showed that Grindr is a social media application that is widely used to offer sex to partners or friends in addition to using Facebook (14).

Grindr application features that help MSM find the GPS location point of other MSM partners, then Grindr also provides services to promote themselves for sexual transactions among MSM. The privacy of MSM from the general public's attention to communicate with each other is also what attracts MSM to use

social media applications. This is a supporting factor why Grindr is an option compared to other social media. Other research results also found that Grindr media aside from being a medium for offering sexual relations as well as access to information sharing among MSM including ARVs both pre exposure prophylaxis and this is evidenced by 49.9% of MSM taking PrEP 6 months later which he obtained from Grindr information (15).

Most mentioned that it is most interesting to do it beforehand through oral sex and then to continue with anal sex. The results of previous studies also found that most MSM were increasingly excited both as an insertive and receptive role (16). The bidding process at MSM also uses the term "management" or in Indonesian Cat. This meaning in terms of sex services provided similar to the behavior of cats that is often licked. Before there was a cat, a cat used to use the term "hostess" or hestong (17).

Seen from the age of MSM found that most are still very young. This shows that young people are always curious about sex related to being MSM. Sexual activity is increasingly felt in MSM at a very young age. This is because young MSM have no burden in the process of sexual relations, especially with heterosexual roles. But for those who are already old will be very hampered because of the burden of his life more so that the process of sex with MSM partners was hampered. These results are also in line with previous studies in the characteristics of research respondents based on their average age at 28 years (18). This proves that young age can use social media well and agile so that the process of offering sex has increased compared to old age who have difficulty in using social media.

Seen from the use of social media, the results of descriptive analysis showed that the use of grindr in supporting MSM sexual activity transactions was the highest at 37.9% followed by whatsapp, Me chat, FB and etc. MSM's sexual

transaction activity users on social media Grinder here, in a multivariate analysis showed 17 times higher than whatapps users. This condition is supported by the advantages of the Grinder application that has a feature to find out the specific distance and location of fellow MSM partners seen from this application. The results of this study are in line with research conducted by (19), who found that the use of social media will support sexual activity from MSM and grinder and Facebook to be the most widely used social media by MSM in establishing relationships between fellow communities, amounting to 43.3% and 36.%. Grinder in this case increases 5 times a higher chance of MSM sexual activity. The strength of this research is the renewal of the content raised in the study, which is discussing the social media used by MSM to conduct sexual activities, so that it can be a source of information for health workers or policy makers in dealing with risky sexual behavior between MSM. Limitation in the study are the data collection using enumerators that have been frequently exposed by respondents, so respondents will tend to look positive.

CONCLUSION AND RECOMMENDATION

Social media that are most risk to increase the desire for sexual activity is Grindr compared to other social media. In addition, the most dominant oral and anal sex technique can increase sexual activity rather than just focusing on one style. In the age variable it was also found that the younger the age at age <20 the more active it is to have sex with fellow MSM. Recommendations that can be given from the results of research are that knowing social media used by MSM, namely Grindr and WA, it is hoped that the government as a policy maker can work together with health workers to provide health education related to risky sexual behavior through social media applications that are most often used by MSM.

REFERENCES

1. Pertiwi W. Riset Ungkap Pola Pemakaian Medsos Orang. Kompas [Internet]. 2018 Mar; Available from: <https://tekno.kompas.com/read/2018/03/01/10340027/riset-ungkap-pola-pemakaian-medsos-orang-indonesia>
2. Hardisman H, Firdawati F, Sulrieni IN. Model Determinan Perilaku “Lelaki Seks Lelaki” di Kota Padang, Sumatera Barat. *J Kesehat Andalas*. 2018;7(3):305.
3. Demartoto A. Seks, Gender dan Seksualitas Lesbian. *J Univ Sebel Maret*. 2011;
4. Ruxrungtham K, Brown T, Phanuphak P. HIV/AIDS in Asia. *Lancet*. 2004;364:69.
5. Beyrer C, Baral S, Griensven F van. Global epidemiology of HIV infection in men who have sex with men. *Lancet* [Internet]. 2012;380(9839):367–77. Available from: <http://www.sciencedirect.com/science/article/pii/S0140673612608216>
6. Levin S. Fact Sheet Grindr. 2015; Available from: www.grindr.com/press/
7. Sastroasmoro S, Ismail S. *Dasar Dasar Metodologi Penelitian Klinis*. 4th ed. Jakarta: CV Sagung Seto; 2011.
8. Rokmah D, Nafikadini I, Luthviatin N, Istiaji E. Proses Sosialisasi Laki-Laki Suka Seks dengan Laki-Laki (LSL) pada Kalangan Remaja di Kabupaten Jember. *J IKESMA*. 2012;8(2):142–53.
9. Candra A. Diperkirakan 3 Juta Lakukan Seks Sejenis (serial online). Jakarta; 2011.
10. Nugroho A. Faktor-Faktor yang Mempengaruhi Besarnya Permisiveness dalam Berperilaku Seksual pada Kaum Homoseksual. Jakarta; 2001.
11. Niko N. Membedah “Normalisme” dan Stigmatisasi Gay Dalam Pemberitaan Media Di Indonesia. *Communicate*. 2016;1(2):105–14.
12. Decker MR, Wirtz AL, Moguilnyi V, Peryshkina A, Ostrovskaya M, Nikita M, et al. Female Sex Workers in Three Cities in Russia: HIV

- Prevalence, Risk Factors and Experience With Targeted HIV Prevention. *AIDS Behav.* 2014;18(3):562–72.
13. Rahayu P, Satriani R, Mahaswara A. Aplikasi Gay : Perjuangan dan Ruang Negosiasi Identitas bagi Kaum Gay Muda di Yogyakarta. 2014;3(2):99–110. Available from: <https://jurnal.ugm.ac.id/jurnalpemuda/article/view/32026>
 14. Cao B, Gupta S, Wang J, Hightow-Weidman LB, Muessig KE, Tang W, et al. Social Media Interventions to Promote HIV Testing, Linkage, Adherence, and Retention: Systematic Review and Meta-Analysis. *J Med Internet Res.* 2017;19(11):e394.
 15. Hampel B, Kusejko K, Braun DL, Harrison-Quintana J, Kouyos R, Fehr J. Assessing the need for a pre-exposure prophylaxis programme using the social media app Grindr®. *HIV Med.* 2017;18(10):772–6.
 16. Damanik E, Rifandi A. Peran Facebook dan Twitter sebagai Media Mencari Jodoh pada Gay di Medan. *J Antropol Sos dan Budaya.* 2015;1(1):87–93.
 17. Nafikadini I. Pemaknaan terhadap ‘Kucing’ pada Kalangan Laki-Laki yang suka Seks dengan Laki-Laki (LSL) di Kota Semarang. *J IKESMA.* 2013;9 No 2.
 18. Choi KH, Ning Z, Gregorich SE, Pan QC. The Influence of Social and Sexual Networks in The Spread of HIV and Syphilis Among Men Who Have Sex With Men in Shanghai, China. *J Acquir Immune Defic Syndr.* 2007;45(1):77–84.
 19. Young SD, Szekeres G, Coates T. The Relationship Between Online Social Networking and Sexual Risk Behaviors Among Men Who Have Sex With Men (MSM). *PLoS One.* 2013;8(5).