

ABSTRACT

Sexually transmitted infections (STIs) are still a health problem for female sex workers (PSP) due to risky sexual behavior, so effective health promotion media are needed for prevention. This study aims to analyze the differences in the effectiveness of health promotion media Instagram and booklets on changes in STI prevention behavior among PSP in the Puger localization, Jember. The research used a quasi-experimental design with a pretest–posttest approach in two intervention groups, involving 44 respondents who were analyzed based on the Antecedent–Behaviour–Consequence (ABC) theory. Data analysis was carried out univariate and bivariate using the Mann–Whitney test. The results showed that there were no significant differences in the antecedent variables ($p = 0.053$), but there were significant differences in the behavior variables ($p = 0.009$) and consequence ($p = 0.000$), with a higher mean rank value in the Instagram group. It was concluded that Instagram health promotion media was more effective than booklets in increasing STI prevention behavior among PSP in the Puger localization, Jember. These findings indicate that digital media utilization may be considered a more effective and sustainable health promotion strategy for high-risk populations.

Keywords: *Sexually Transmitted Infections, Health Promotion Media, Instagram, Booklet, Female Sex Workers*