

ABSTRACT

Thalassemia is a hereditary disease in which hemoglobin is not formed properly. The number of Thalassemia survivors in West Java reaches 42%. Based on data from the Bandung Regency Health Office for 2020-2021, the most contributors to cases are in Majalaya, Baleendah and Katapang. Data collection was carried out in this design using qualitative methods with an aesthetic approach. The design of this editing will later become a documentary film. Documentary films are the right choice to show the condition of Thalassemia survivors so they understand about Thalassemia and can raise awareness for blood donation for Thalassemia survivors. In this documentary, the editor does 2 stages of the editing process. In the first stage, the editor trims the footage and arranges it using Adobe Premiere Pro 2021 software. In the second stage, the editor adds elements that support the mood, such as transition effects, audio mixing, and color grading. Film coloring begins with basic correction first, then proceed with color grading using DaVinci Resolve software. Based on an analysis of similar works, the visual coloring used from the beginning to the end of the film is a warm tone. With this visual coloring, the editor wants to show a symbol of the life expectancy of people with Thalassemia.

Keywords: Thalassemia, Blood Donation, Documentary Film, Editing