

ABSTRACT

Thalassemia is a genetic disorder of red blood cells that is inherited by parents. The disorder occurs due to impaired formation of alpha 2 or beta globin chains. Yayasan Thalasemia Indonesia (YTI) in 2018 informed that of all regions, West Java Province is the province with the largest Thalassemia rate in Indonesia, touching 42 of the total Thalassemia patients in Indonesia with 500-600 cases each year. As a response to this, film is an effective medium in conveying things about Thalassemia in Bandung Regency. Film is an interesting medium to convey messages visually. Therefore, the designer became a camera stylist in a documentary entitled "Thalassemia: Donate Blood Save Lives" with the aim of conveying a message about the importance of blood donation for Thalassemia survivors. By taking several shots followed by children with Thalassemia enthusiastically in several places such as blood donation sites, world Thalassemia day commemoration events, and mental healing activities carried out at Majalaya Regional Hospital, shooting using aperture $\frac{1}{4}$ and iso 200-400 because most of the shooting is done outdoors, using natural light from the sun or from the room without any additional lighting. Taking pictures using an eye level perspective makes taking expressions more emotional. The shooting at the RSUD was taken using a cellphone because there is a policy that does not allow taking pictures or videos without permission from the hospital or the patient's guardian. Through film media, it is expected that the message about the importance of blood donation and information about Thalassemia can be conveyed in an educative way, especially to late adolescents in Bandung Regency.

Keywords : Thalassemia, Blood Donation, Documentary Films, Director Of Photography