

ABSTRACT

Thalassemia is a genetic disorder in red blood cells that affects the production of hemoglobin, an oxygen carrying protein in red blood cells. West Java is the province with the largest number of thalassemia cases in Indonesia, accounting for 42% of total thalassemia patients in Indonesia, with 500-600 cases each year. Meanwhile, there were 257 cases recorded in Bandung Regency in 2020 and 338 cases in 2021. The need for blood for thalassemia is not sufficient every month, this is because the lack of blood donors. The lack of information about Thalassemia is one of the causes of the lack of donors who are interested in donating blood. Documentary films that are easier to communicate information to the community, especially late teens, were used as a major medium in the study, considering that they would later be used as a medium to show how to improve public awareness of Thalassemia treatment by performing blood transfusion. The film's message delivery uses a narrative approach, and expository style, with narrators and interviews, and is divided into three parts: in the first half it is explained about the location where there are many Thalassemia survivors and the narrator explains the Thalassemia. In the second half, the source explained the treatment of Thalassemia and the treatment of blood donation. In the third chapter, there is a conclusion about the importance of blood donation to help survivors of Thalassemia.

Keywords: Thalassemia, Blood Donation, Documentary Film, Directing