

ABSTRACT

Widhitama, Hadrian Irfandy. 2016. *The Directing of Docudrama Film As Prevention of Bleeding During Anemia in Pregnancy in Third Trimesters on District in Tangerang. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University.*

Anemia in Pregnancy is a related health problems with high incidences and complications that can grow both in the mother and fetus. Anemia in Pregnancy can also cause postpartum bleeding or bleeding after childbirth it is known that postpartum hemorrhage is the most common cause of deaths. The effort to avoid cases of bleeding anemia in pregnancy in addition to needed directly socialization to the local people are also required media information about the problem of anemia in pregnancy. Qualitative methods then used to obtain the data and fenomenology analitic which focuses on the explanation of human experience. This film is expected to provide knowledge and insight regarding about how important to keeping a pregnancy for pregnant women with anemia for the health of the mother and baby , especially on young mothers.

Keywords : *Docudrama, Director, Anemia in Pregnancy*