

ABSTRACT

Munawwarah, Khusna. 2020. Directing the Expository Documentary Film about the dissemination of thalassemia information in Aceh. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.

The design of this expository documentary departs from the condition of a mother who struggles to cure her children suffering from thalassemia. She has a high spirit even though he does not have any knowledge about the illness suffered by her child. Until finally her mistake brought to the truth, her belief so far with traditional medicine turned out to be the wrong step until she gained knowledge about thalassemia and was able to do what she was supposed to do. In designing this expository documentary film using a qualitative method with a case study research strategy that produces the Laiyina expository documentary film which tells about the journey of Laiyina's family. In this thesis the author serves as a Director, who has clear ideas and concepts about what will be conveyed logically and gives a dramatic impression in the Laiyina biographical documentary

Keywords: Exposition documentary, thalassemia, Aceh