

ABSTRACT

Thalassemia is a red blood cell disorder that is inherited by parents genetics. The red blood cells (hemoglobin) do not function normally, so that the erythrocytes break easily and cause the patient to lack blood (anemia). As a result, Thalassemia sufferers must carry out blood transfusions every month. Most of the recorded Thalassemia sufferers are in West Java, especially in Bandung district. ReDTI (Indonesian blood donor and thalassemia volunteers) is a community of volunteers who care about Thalassemia, the community focuses more on blood donation campaigns and has not yet carried out a campaign to prevent Thalassemia so that people don't know much about the disease. The methods used in this research are observation, interviews, questionnaires and literature study. Then the collected data were analyzed using matrix analysis. This research will design a prevention campaign using a creative fear approach. The results of this campaign design use the main media events and other supporting media. The results of this design are to increase awareness, change people's behavior towards Thalassemia

Keyword : Event, Campaign, Thalassemia