

ABSTRACT

Thalassemia is a hereditary genetic disorder caused by abnormalities in the formation of hemoglobin, which functions as the oxygen carrier in the body. As a result, patients require lifelong regular blood transfusions to survive. Thalassemia patients in Bekasi City often face blood supply shortages for transfusions and experience difficulties in accessing blood supply information due to inadequate information media and limited access. To address this issue, an application was designed to serve as a blood supply information medium for thalassemia patients in Bekasi City, aiming to facilitate easier access. The design methodology employed includes direct observations at healthcare facilities such as the Indonesian Red Cross (PMI) in Bekasi Regency and Primaya Hospital West Bekasi, as well as interviews with thalassemia patients, their parents, the Head of the Association of Parents of Thalassemia Patients in Indonesia (POPTI) Bekasi, and officials from the PMI in Bekasi Regency, along with literature studies using a qualitative research method. The resulting design of the blood supply information media application for thalassemia patients in Bekasi City has undergone testing by its target users, the thalassemia patients. Based on the results of these trials, it was found that the designed application successfully meets the users' needs and effectively assists thalassemia patients in Bekasi City in obtaining easily accessible blood supply information.

Keywords: Blood Supply, Information Media, Thalassemia