

## **ABSTRACT**

### **SOCIAL CAMPAIGN DESIGN ABOUT STERILIZATION FOR PETS IN JAKARTA**

**BY :  
DIAN SULISTIYARINI  
NIM : 1401130442**

Over the domestic animal population in Jakarta is already very high. A pair of dogs that are not in the sterilization can breed continuously and in 6 years the number could reach 67,000 tails. Problems arising from over-population, namely neglect of animals. Animal neglect is experiencing numerous cats and dogs. The number of abandoned cats in Jakarta alone is estimated at 34,000 birds. Of dogs were accommodated, mostly experienced abandonment by their owners. Another case arising from pet overpopulation that dumping animals into public places such as markets, as well as terminal. One of the ways used to suppress domestic animal populations is through the process of sterilization and castration. By doing sterile, it is expected to reduce the possibility of overpopulation, the potential for skin disease or cancer can be prevented and the body's metabolism of animals would be better to get healthy. However, ordinary people still lack an understanding of how the benefits of sterilization. It is therefore a need to socialize to urge people to perform sterilization and castration program for pets. The method will be used in the design of this social campaign that interview to the informant, the organization is concerned that handles sterilization, observation, literature study and a questionnaire to the citizens of the city of Jakarta on sterilization. The results of this design of the concept of delivering a message and design visual communication strategy through social campaigns to provide information through the delivery of the benefits of sterilization for pets. With the campaign is expected to convey the message that the author be well received in the community. As well as the benefits to the community in order to further improve animal welfare, especially in pets.

**Keywords:** Social Campaigns, Sterilization, Pets, Animal Welfare, Jakarta